

April 11, 2018

Toronto & East York Community Council
Toronto City Hall, 100 Queen St. W., 2nd floor, Toronto ON M5H 2N2
Phone: 416-392-7033
Fax: 416-397-0111
Email: teycc@toronto.ca

To whom it may concern,

Re: Request for a Letter of Municipal Significance for “Samurai Blue Project 2018”

Hello, my name is Shunya Kawai and I am the Event Coordination Manager of JFT Athletics Canada Inc. Please consider this request for a letter of municipal significance for our 2018 World Cup public viewing event, “Samurai Blue Project 2018”.

Event Name

Samurai Blue Project 2018
FIFA World Cup Public Viewing – Japan vs. Senegal -

Event Schedule

Date: June 24, 2018
Time: 9:30 am – 14:00 pm (11:00 am kick off)

Event Venue

Soccerworld Polson Pier (Indoor Turf Field)
176 Cherry St, Toronto, ON M5A 3L1

Purpose of the Event

1. Improvement of Community Life

The Japanese Canadian community has a long history in Canada and specifically in the GTA. The number of Canadians with Japanese ethnic backgrounds in the GTA, as well as Japanese nationals (including expatriates, foreign workers, international students and permanent residents) coming to the GTA, has continuously increased over the last decades. Despite their statistical and historical presence in Canada, however, there have been few places thus far for those of Japanese descent to gather, experience and share their ethnic and cultural backgrounds across generations, social backgrounds and language barriers. Likewise, local residents in the GTA have had only limited opportunities to learn and experience Japanese culture and life. The proposed event is intended to provide a space where those of Japanese descent are able to feel cultural and ethnic belonging and respect their cultural and ethnic connections to Japan. In addition, we will welcome participants of all different backgrounds to gather in support of the Japanese national football team and enjoy Japanese traditional foods. We hope that this event will be a step forward in facilitating capacity-building activities in and beyond the Japanese Canadian community in the GTA while also helping the City of Toronto to

enhance its unique atmosphere which encourages citizens celebrate their own and others' cultures.

2. Advocate for Enhancement of Quality of Life through Sport Participation

As has been acknowledged by the City of Toronto and Parks and Recreation Ontario, sport participation significantly contributes to the quality of life for both Toronto residents and communities by improving physical health, mental health and emotional wellbeing. Through this event, we believe that we can advocate for this role of sports in our society and help the City of Toronto to create an environment where sports participation is accessible to residents in Toronto in a variety of ways.

Company Background

JFT Athletics Canada Inc. was a commercial entity incorporated in 2017 with the primary purpose of providing families in the larger GTA Japanese community with soccer practice sessions and other sports activities. The monetary profits gained through the event will be specifically used to enhance our current soccer programming.

We kindly ask that you take into consideration all the information mentioned above as you review this request.

Should you require any further information, please do not hesitate to contact me at 467-784-6738 by phone or at shunya.kawai@jftac.com

Sincerely

A handwritten signature in black ink, appearing to read 'Shunya Kawai', with a stylized flourish at the end.

Shunya Kawai
Event Coordination Manager, JFT Athletics Canada Inc.
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