



NORTH AMERICA'S LARGEST FESTIVAL FOR DOGS

Dear Council Members,

Woofstock, North America's Largest Festival for Dogs, is celebrating its 16th year! Since its inception, the festival has welcomed upwards of 1 million people to celebrate all things canine and the love we share for them. This year, the festival is set for:

May 25 & 26, 2019 - Saturday – 10am-6pm, Sunday 10am-5pm – Woodbine Park.

Woofstock is a high energy entertainment and consumer show with more than 150 businesses offering the latest in every conceivable doggie indulgence, spanning the gamut from artistic to zany - everything that a cool canine would need to live in this dog-eat-dog world. Awarded the Best Festival in Canada in 2014 by Canadian Special Events, the festival had its humble beginning in the Distillery District, then moving to the St. Lawrence Market Neighbourhood and has grown so much that it has expanded to Woodbine Park in the Beaches.

In 2016, we welcomed thousands of dog lovers and their canine companions whom enjoyed activities such as lure courses, dock diving, disc dogs, fashion shows, costume competitions, speaker series' and the Children's activity village, where families took part in lessons on responsible dog ownership and dog safety for kids

One of the fundamentals of Woofstock is to give back to the community. This is why the festival donates over 20 spaces to the Rescue Village, an area with many different rescue groups. In 2018, Woofstock also donated over \$30,000 to Rescue Groups, which went toward helping and saving the lives of many dogs. You can see some of the success stories from the donations here: <https://www.woofstock.ca/2018/01/02/rescue-village-donations/>

The 2019 Woofstock festival is set to be the best one yet, as we are always introducing new and exciting activities at the show. This event draws tourists from all over Canada and the United States to the City of Toronto. We perform a vast advertising and marketing campaign that promotes local hotels, restaurants and tourist attractions for visitors to partake in while they are visiting Toronto during Memorial Weekend. Many Americans plan their vacations around the dates of Woofstock, along with people who have attended from other continents as well. We are working hard to enhance the festival with strong and informative programming, along with many new Sponsors and Exhibitors; we know this festival draws the crowds!

We kindly request your support of one of Toronto's most established and beloved festivals, and award Woofstock, the status of Event of Municipal Significance. Please contact us directly at 416-234-WOOF (9663) or by email at info@woofstock.ca, if you have any questions.

Thank you,

Michael DiSchiavo
Teanna Lindsay
Woofstock