

## councilmeeting

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**From:** Amanda Brown <abrown@BreakthroughT1D.ca>  
**Sent:** June 25, 2025 4:20 PM  
**To:** councilmeeting  
**Cc:** Cristina Costa  
**Subject:** [External Sender] My comments for 2025.TE23.23 on June 25, 2025 City Council

**Categories:** Communication (New)

To the City Clerk:

Please add my comments to the agenda for the June 25, 2025 City Council meeting on item 2025.TE23.23, Use of Nathan Phillips Square for Various Events - October 1, 2025 - April 30, 2026

I understand that my comments and the personal information in this email will form part of the public record and that my name will be listed as a correspondent on agendas and minutes of City Council or its committees. Also, I understand that agendas and minutes are posted online and my name may be indexed by search engines like Google.

Comments:

**Breakthrough T1D Canada**  
235 Yorkland Blvd., Suite 1201  
Toronto, ON M2J 4Y8  
1.877.287.3533

**Subject: Request for Exception to 2025 Sound Amplification Rules for Breakthrough T1D Ride to Defeat Diabetes at Nathan Phillips Square**

To whom it may concern:

I am writing on behalf of **Breakthrough T1D Canada** and the **Ride to Defeat Diabetes**, an annual fundraising event that has proudly taken place at Nathan Phillips Square for the past two years. This event, which has a 35-year legacy, brings together thousands of corporate participants and supporters from Toronto's downtown core, to raise critical funds for type 1 diabetes (T1D) research and awareness.

Breakthrough T1D was recently informed about the new sound amplification rules taking effect in 2025, which restrict sound levels to a maximum of 75dB during most daytime hours and 85dB during designated amplification periods. These limitations, though intended to serve the public interest, significantly challenge our event's viability and, in turn, Breakthrough T1D's ability to advance our mission.

The Breakthrough T1D Ride is an electrifying national event with a powerful purpose. **In 2024, the Toronto event alone raised an astounding \$1.3 million**—an achievement that will make a profound difference in the lives of those living with T1D.

The event itself relies on a live DJ, loud music, and amplified announcements to foster excitement, motivate participants, and engage the audience. Without this vital component, the event's ability to inspire riders and secure donations will be significantly compromised.

We respectfully request that City Hall consider an exception to these rules for the Breakthrough T1D Ride to Defeat Diabetes. Specifically, we ask that:

- **Sound amplification (to a maximum of 130dB) be allowed between 9:00 AM and 6:00 PM at Nathan Phillips Square for all Breakthrough T1D Ride events in the future. The next Breakthrough T1D Ride is tentatively scheduled for October 15 and 16, 2025.**

This exception would allow us to continue hosting this impactful event while maintaining its energetic and inclusive atmosphere. We are prepared to work with City Hall and the surrounding community to minimize disruptions, including measures such as:

- Utilizing professional sound engineers to manage sound levels effectively.
- Communicating with city hall staff, residents and businesses in advance to ensure awareness and address concerns.

The Breakthrough T1D Ride is more than just a fundraising event; it is a beacon of hope and community for individuals and families affected by type 1 diabetes.

Hosting the Ride at Nathan Phillips Square benefits both City Hall and Toronto by leveraging the square's central visibility to attract large crowds and media attention, raising awareness for type 1 diabetes and showcasing Toronto as a hub for community and philanthropy. Supporting this event reinforces the city's commitment to inclusivity, health advocacy, and partnerships with charitable organizations, enhancing Toronto's reputation as a compassionate and community-focused city.

We understand and appreciate the need for thoughtful policies that balance city activities with public interests. However, we believe that granting this exception aligns with Toronto's commitment to supporting charitable initiatives and fostering community spirit.

We would be grateful for the opportunity to discuss this request further and explore solutions that meet the needs of all stakeholders. Please feel free to contact 647-789-2036 or [ccosta@breakthrough1d.ca](mailto:ccosta@breakthrough1d.ca) at your earliest convenience.

Thank you for your time and consideration. We look forward to working together to ensure the continued success of the Breakthrough T1D Ride to Defeat Diabetes at Nathan Phillips Square.

Sincerely,  
Amanda



Amanda Brown

Regional Development Manager - Ontario

647.789.2020

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Preferred Pronouns: She/Her/Hers

