

— *Mayor* —

DAVID MILLER

March 20, 2008

Jason Laszlo
Chair, Bloor Improvement Group (BIG)
5 Cobourg Avenue
Toronto, ON
M6H 1H7

Dear Jason,

I write this letter to express my support for the Bloor Improvement Group (BIG). I believe that effective, positive change is born out of creative, inclusive and collaborative initiatives. The BIG Coalition has demonstrated an ongoing commitment to these principles and it is my pleasure to stand beside them as a supporter.

Since coming together early last year, this coalition of businesses, social service providers, community organizations, local residents and their elected representatives have worked tirelessly to drive forward a healthy revitalization of Bloor Street West from Spadina Avenue to Dundas Street West. I am confident that with continued support BIG will continue their amazing work in this community.

I am especially excited about the BIG Festival. This event will celebrate all the wonderful things this neighbourhood has to offer: heritage, respect, inclusiveness and creativity. By establishing a mandate that recognizes the link between economic and community-based revitalization, the BIG Festival promises to continue in the traditions that have made Toronto one of the world's most liveable cities.

I wish you all the best for this fantastic event and encourage others to join me in supporting the Bloor Improvement Groups efforts to bring this important revitalization to fruition.

Yours truly,



Mayor David Miller

