

**Ministry of Tourism**

Deputy Minister

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**Ministère du Tourisme**

Sous-ministre

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900, rue Bay  
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Tél. : 416 314-7846  
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September 30, 2009

Dear Tourism Partner:

I am pleased to announce that applications for Celebrate Ontario 2010 are now being accepted. Full details, including an Application Guide, Application Form, Community Reference Form and Questions and Answers are available on the Ministry's website at:

[www.ontario.ca/celebrateontario](http://www.ontario.ca/celebrateontario).

This year, the Ministry is launching Celebrate Ontario with \$11 million to help enhance Ontario's festivals and events. As you know, this funding helps communities develop and grow great festivals and events for Ontario tourists and new and repeat visitors to Ontario.

Applications submitted in person must be received by 5:00 p.m. on **November 27, 2009**. Mailed or couriered applications must be postmarked no later than November 27, 2009. Applications postmarked after the deadline will not be accepted.

Mailed or couriered applications should be addressed as follows:

Celebrate Ontario 2010  
c/o Ministry of Tourism  
Investment and Development Office  
900 Bay Street  
Hearst Block, 9<sup>th</sup> Floor  
Toronto, ON M7A 2E1

Applications can be dropped off in person at the address noted above.

Applications can also be e-mailed to [celebrateontario@ontario.ca](mailto:celebrateontario@ontario.ca).

I encourage all organizers of festivals and events to consider applying for funding from Celebrate Ontario 2010. Should you have any questions, please do not hesitate to contact your local tourism advisor. Contact information is available in the application guide.

Sincerely,

Drew Fagan  
Deputy Minister