



March 21st, 2020

To our dedicated stakeholders,

In light of the recent coronavirus (COVID-19) pandemic and under the guidance of The World Health Organization (WHO) and Canadian public health authorities, it is with a heavy heart that we have made the decision to postpone this year's Toronto Cider Festival (that is currently scheduled on August 28th & 29th, 2020) until 2021.

The City of Toronto has identified the segments of tourism, hospitality and entertainment as being the top 3 industries that are most impacted by COVID-19. These segments can largely contribute to whether this virus is effectively contained or perpetuated further across our communities. While we sincerely hope that the worst of this crisis is behind us and the impact of this global pandemic can be contained through the act of social distancing & avoidance of mass gatherings, we have taken precautionary measures in the spirit of social responsibility to postpone this year's festival. We are taking this action to play our role in helping to reduce any potential continuation of COVID-19 or further relapse post containment, thereby maintaining the prolonged health and safety of our dedicated guests, partners, sponsors, vendors, volunteers, team and community as a whole. As a family business, our founders are committed to the well-being of all its stakeholders and have made this decision with substantial consideration.

Taking this into account, the founders have changed company policies to fully refund all stakeholders for this year's festival, when financial reassurances are needed the most. We sincerely appreciate your understanding and continued support in this very challenging time as we all navigate through these unknown turbulent waters of social distancing and work towards rebuilding and coming back bigger and better next year.

We urge you to stay healthy and do whatever you can to help one another and enjoy this time with your families. Good health and best wishes go out from us to you and yours and we look forward to celebrating the return of the Toronto Cider Festival again in 2021.

Sincerely,

The Founders of the
Toronto Cider Festival Inc.

