

September 19, 2013

John Winston
267 Dundas Street,
Suite 201,
London, Ontario, Canada
NOA 1H2

Sent via email: jwinston@londontourism.ca

Dear John,

I am honored to send this testimonial and letter of recommendation to the City of London and London Tourism in recognition of the many hosting contributions by the city to the ISU World Figure Skating Championships held in March, 2013.

The 2013 ISU World Figure Skating Championships event represents our most collaborative effort to date to present a championships in any city in Canada and we've been privileged to work with many wonderful communities across the country.

The City of London and in particular our special partnership with London Tourism has defined the new standard for us in terms of producing an event with a host city. From the state-of-the-art facilities which drew us to London initially, to the Tree of Light sound and light show which was thrilling and heart-pumping for us, our fans and participants, to the work of city staff to assist us with everything from: security and policing plans, road closures and parking, EMS routes, garbage collection, power and IT internet strategy and plans, to turning out street lights and removing street poles so they would not interfere with the view of the sound and light show and then installing thousands of LED lights to bring the "light" to our "Light Up London" fan festival, this effort and commitment was amazing to us and went far beyond anything we could have anticipated.

The city itself deeply welcomed our event as we penetrated normal day to day operations at all levels - from "Skatalicious" menus at local restaurants, skating themed store window displays, crafts and artisans producing skating themed works for sale and display and all the wonderful initiatives undertaken by the Downtown Business Association on our behalf. The installation of country flags representing all the ISU nations along the road leading from the airport and our event logo emblazoned on downtown directional signage, are just a few examples of the lengths London went to on behalf of our event and contributed that special London magic to the overall atmosphere. Of course, the response we received from participants, spectators and guests was incredible.

London made a special point to provide us with the best and most reliable internet service a World's media centre has ever seen. The World's media were glowing in their praise citing London's press room as being of Olympic calibre.

Our unique fan festival, Light Up London, also became a showcase to demonstrate that more can be done with the World Figure Skating Championships than just the skating competition itself. Fans came by the thousands to watch and be inspired, witness the competition on big screens located outside Budweiser Gardens and inside the tents on the grounds of Covent Garden Market, to see cultural performances by some of London's talented artists, and to enjoy the excitement of the event outside the rink too.

Many thanks to London, London Tourism and the many city agencies and partners who worked collaboratively and tirelessly to help Skate Canada present what is being called by many around the world, including the Vice President of the ISU, the best World Figure Skating Championships ever!

Sincerely,



Jackie Stell-Buckingham
Project Manager – WFSC 2013
Skate Canada Director of Events

cc. Janette MacDonald – Downtown London