



April 15, 2014

To: All Trade Councils

RE: Details for 2014 Trade Symposium, Elsie Awards, We Care Golf Classic.

LCBO and VINTAGES Trade Partnership Symposium

Please join us for this year's Symposium where the Spirits, Beer, Wine and VINTAGES Category Management teams will present their business and purchasing plans plus key initiatives for the 2014/15 fiscal year.

Wednesday, May 14, 2014

Meet & Greet: from 8:30 am

Symposium: 9:30 am – 4:00 pm

Westin Harbour Castle Conference Centre

Frontenac Boardroom

2 Harbour Square, Toronto (Bay Street & Queen's Quay, northeast corner)

Participation fee: \$45/person (includes lunch).

NEW** Our convenient **online ordering** system will allow you to purchase and print your tickets anytime. Please refer to the document "Ticket Purchasing Details" for instructions on how to order online.

OR Call helloLCBO at 416-365-5900 or toll-free at 1-800-668-5226 (Monday to Friday, 8:30 am – 6 pm, Saturday 9 am – 6 pm, except holidays).

Space is limited. Purchase your tickets by **Wednesday, May 7** to guarantee your spot!



Elsie Awards

The LCBO rolls out the red carpet at the 20th Annual Elsie Awards to honour you – our suppliers and agents – for your innovation, creativity and commitment to customer service and social responsibility. You are invited to attend.

Wednesday, May 28, 2014

Cocktails and hors d'œuvres: 2:00 – 3:30 pm

Awards presentation: 3:30 – 6:00 pm

The Palais Royale

1601 Lakeshore Blvd. West, Toronto

Participation fee: \$60/person.

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We Care Golf Classic

The 24th We Care Golf Classic is in support of Easter Seals Kids. Dust off the golf clubs and join us on the greens for what promises to be a fun day for all.

Thursday, May 29, 2014

Registration and breakfast: 6:30 – 7:45 am

Shotgun tee-off: 8:00 am

Cocktails, silent auction: 1:30 pm

Early dinner, live auction, awards presentation: 3:00 pm



The Cardinal Golf Club
2740 Davis Drive West (formerly Hwy. 9), Kettleby

Please register online at bit.ly/wecaregolf2014. Questions can be directed to Tiana Rodrigue at trodrigue@friendsofwecare.org or 905-841-1223.

We hope to see you at these upcoming events.

Sincerely,

Shari Mogk-Edwards
Vice President, Products, Sales & Merchandising

Paul Mancini
Director, Retail Operations