




WINTER•LOVE
SJ

A large, bright bonfire is burning in the foreground, with flames reaching upwards. In the background, several people are visible, their figures silhouetted against the dark night sky. The scene is illuminated by the warm glow of the fire and some distant, out-of-focus lights.

Our aim is to inspire a
love of winter through
an annual winter
festival showcasing the
benefits of the season

Instead of missing out
on a quarter of the year,
Johners will be shown
that they can in fact
have fun in the cold



Winter Love will be defined by its upbeat live music, bonfires, street vendors, multicultural food, and sense of community.





We would love to see
Winter Love SJ take
place on Water Street
(between Princess &
King Street) in order
to bring this area of
the city to life

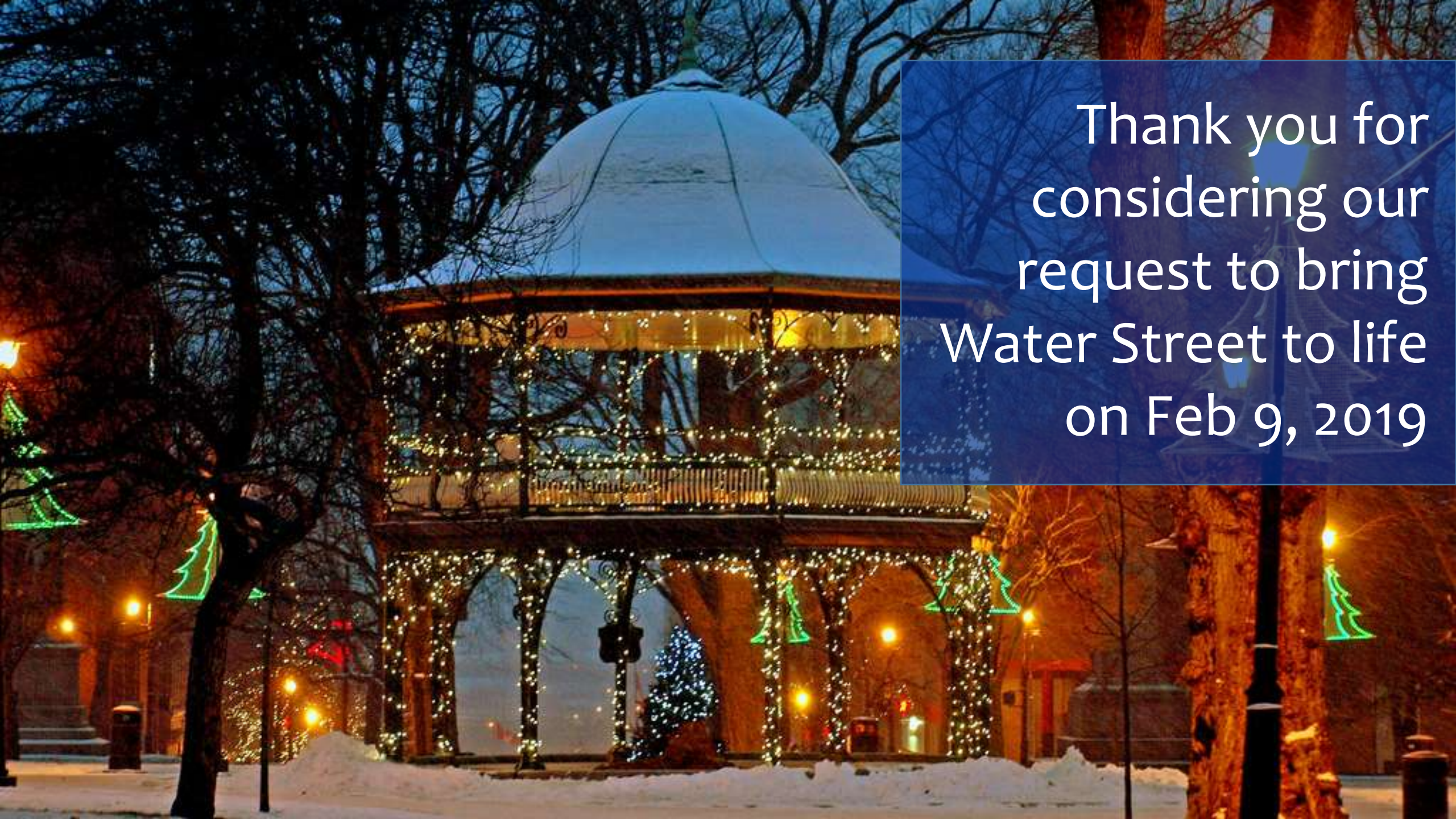
Site Plan



Ideal location because it:

- Will be easy to create barricades and wind blocks
- Is next to our ideal Sn'Olympics site
- Brings to life an otherwise dull area of the Uptown
- Allows us to piggyback off the BunkHaus Hostel's liquor license
- Makes bringing food trucks on-site easy
- Is a sunny Location





Thank you for
considering our
request to bring
Water Street to life
on Feb 9, 2019



Sincerely,
The Winter Love SJ Team