

## LONDON & PARTNERS

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Enfield Council  
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9 April 2019

Dear Sir/Madam

Having worked with AMAAD for a number of years supporting the promotion of their events I have been approached to write a letter of support to accompany their licence application to bring Elrow Town to Trent Park.

As the Mayor of London's official promotion company it is our role to support the Mayor's priorities by promoting London internationally as a leading city in which to invest, work, study and visit. We do this in partnership with organisations and people who have a stake in London's international promotion.

London is a city of creative energy with a world-class events calendar spanning all 32 boroughs which we actively try to encourage exploration of. Elrow has a global following and has been recognised at the UK Festival Awards for its high production values. The inclusion of international artists and the interactive elements of the show it is famous for all play into our international reputation for culture, immersive technologies design and performance.

I have no doubt that Elrow Town will be of interest to those working, living and visiting the city and is likely to generate significant interest in Trent Park all of which has a positive impact on London's attractiveness and global standing.

We wish the team at AMAAD the very best with their application and look forward to welcoming what promises to be another high-profile event back to the capital.

Yours faithfully



Georgina Warren  
Head of City Events & Experience