Beaches
Autumn – October/November 2019

HOME
HARVESTING

DRESSING LIKE
A SUPERHERO

STAYING FRESH
ALL WINTER LONG

COOL HIGH-TECH
FOR YOUR CAR

HAPPY & HEALTHY HAIR

IMPROV HER WAY
THROUGH LIFE
IN EVERY ISSUE

10 Health talk
HAIR HEALTH

14 Food talk
PUMPKIN SEEDS
AT THE TOP OF THE WORLD!

18 Movie Pic
GREAT DECADES AT THE MOVIES: 1930s

26 my Tech
COOL TECH FOR YOUR CAR

22 SAMPLING THE WORLD IN TORONTO
JEWISH KENSINGTON MARKET & BEYOND

28 biz profile
BRING AUTHENTIC ITALIAN CUISINE TO YOUR HOME

33 did you know?
GUT HEALTH THRIVES AT VITALIFE

25 Living guide online
BRING AUTHENTIC ITALIAN CUISINE TO YOUR HOME

30 Biz talk
MARKETING & ADVERTISING FOR SMALL BIZ

31 my Secret Beaches Spot

34 Coming, going & on the move

COVER STORY

5 CANADIAN COMEDIAN:
IMPROV HER WAY THROUGH LIFE

FEATURES

9 HARVEST DÉCOR FOR YOUR HOME

13 HALLOWEEN IMPERSONATIONS

17 SUPPORTING STUDENTS AT ALL STAGES

21 FALL FASHION SUPER HEROINE STYLE

24 BEACHES RECREATION CENTRE FEAR FACTORY

29 KEEPING AUTUMN FRESH OVER THE WINTER

31 THE BEACH SHOP

32 BEACHES LIVING FOR BUSINESSES

34 BEACHES LIVING GUIDE 13TH APEX AWARD

A division of:

1 Woodfield Rd. (Located South of Eastern Ave between The Beaches and Leslieville)
855-466-7367

PROUDLY CANADIAN OWNED
Canadian Comedian: Improv Her Way Through Life

You probably have seen her on the New Year’s Eve Special, broadcast each year on CBC for New Year’s Eve. Liza Minnelli, Michael Jackson and Celine Dion, are just some of the many celebrities impersonated by Canadian comedian, Jessica Holmes.

As a stand-up comic, Jessica has opened for comedians such as Jerry Seinfeld, Russell Peters and Ellen DeGeneres, as well as hosted events for celebrities such as Deepak Chopra, Tony Robbins, and Oprah Winfrey.

Today as a comedian, motivational speaker, author, and a mother of two, Jessica admits “It’s pretty much a comedy show every night at our house.”

There doesn’t seem to be any doubt that Jessica was headed for a career on the stage. Born and raised in Ottawa, Jessica attended Canterbury High School of the Arts, where she majored in drama. It was there that her English teacher Jane Moore coached Jessica and her friends on the school’s improv team. The team won gold at the Canadian High School Improv Games, and Jessica has never forgotten that particular teacher!

Jessica then moved to Toronto after high school and majored in writing at Ryerson’s Radio & Television Arts School. Improv Games, and Jessica has never forgotten that particular teacher!

During this time at Ryerson, she acted in and directed the annual sketch comedy show, RIOT! During this time at Ryerson, she acted in and directed the annual sketch comedy show, RIOT! RIOT! There were a few of the performers that dared each other to try stand up. Her various ventures led her to amateur night at The Laugh Resort, where she felt that she was definitely “hooked” on comedy as a career.

It wasn’t long before this young talent was noticed in the comedy community by writers and producers at Canadian comedy “institutions” such as The Second City and Just for Laughs, and television shows like Little Big Kid and The Itch.

Next, came her one-woman television special Holmes Alone, which was nominated for a Gemini Award. That special was the inspiration for her popular sketch series The Holmes Show, a Carol Burnett style series with a variety of characters and impressions.

For advertising or any other inquiries:
Deadline to book your space is November 5.

Visit beachesliving.ca

For advertising or any other inquiries:
Deadline to book your space is November 5.

Visit beachesliving.ca

Your comments and suggestions are welcome.

2255B Queen Street East, #252
Toronto, ON M4E 1G3
416.690.4269, info@beachesliving.ca

DISCLAIMER: BeachesLife made every attempt to verify all information published in this magazine, however, we assume no responsibility for any incorrect or out-of-date information.
A DAY AFTER THIS INTERVIEW, JESSICA FLEW TO HALIFAX.

"I’M ON MY WAY TO PERFORM AT THE OVARIAN CANCER CANADA FUNDRAISER."

Her big break came when she joined the cast of the Royal Canadian Air Farce in 2003. As the story goes, she had actually applied to be their secretary five years earlier, and been turned down... they still have her typing test!

“It’s so great for me,” says Jessica, “because when I’m doing my own shows, I have to do my own writing, get my own costumes and sets, but with Air Farce all I have to do is show up and do the comedy!”

Jessica and original cast member of Air Farce, Luba Goy, have become good friends since Jessica joined the show. “Luba was great about accepting me as part of the group and working together,” says Jessica, “She’s a great person and mentor.”

Although Air Farce is no longer a weekly show, each year the Air Farce group gets together to create a New Year’s special for CBC. This year is no exception. Work has already begun on the 2019 New Year’s Eve show.

Along the way to comedy success, life took a turn for Jessica. Following the birth of her second child, she experienced postpartum depression. She recovered only to experience depression once again. This time it caused her to leave her job at Air Farce in order to take time to recover.

True to her nature, Jessica turned her experience into something that could help others—talking about her illness and recovery through comedy. She was doing keynote presentations when she developed a comedic keynote about depression to make the topic more public.

Jessica then turned to writing on the subject of mental health, using humour to help break down the stigma and make people see the positive side. Her recent book, “Depression the Comedy: A Tale of Perseverance”, was recently published. Her first book, “I Love Your Laugh: Finding the Light in My Screwball Life” is a memoir of her own life.

In recent years, Jessica trained to become a life and career coach. “It’s challenging to be a full time comedian with a family as you are on the road a lot.” She’s also one of the Bell Canada Ambassador’s for the “Let’s Talk” campaign.

These days, Jessica divides her time between various “comedic” activities, including spending time with her family, a boy and girl, ages 11 and 12, and her actor husband Scott. They live in Toronto’s west end, where you may spot Jessica jogging through High Park in the morning with her dog, Ellie. Or perhaps you may spot her on a basketball or soccer team, which she loves to play.

A DAY AFTER THIS INTERVIEW, JESSICA FLEW TO HALIFAX.

"I’M ON MY WAY TO PERFORM AT THE OVARIAN CANCER CANADA FUNDRAISER."

Her big break came when she joined the cast of the Royal Canadian Air Farce in 2003. As the story goes, she had actually applied to be their secretary five years earlier, and been turned down... they still have her typing test!

“It’s so great for me,” says Jessica, “because when I’m doing my own shows, I have to do my own writing, get my own costumes and sets, but with Air Farce all I have to do is show up and do the comedy!”

Jessica and original cast member of Air Farce, Luba Goy, have become good friends since Jessica joined the show. “Luba was great about accepting me as part of the group and working together,” says Jessica, “She’s a great person and mentor.”

Although Air Farce is no longer a weekly show, each year the Air Farce group gets together to create a New Year’s special for CBC. This year is no exception. Work has already begun on the 2019 New Year’s Eve show.

Along the way to comedy success, life took a turn for Jessica. Following the birth of her second child, she experienced postpartum depression. She recovered only to experience depression once again. This time it caused her to leave her job at Air Farce in order to take time to recover.

True to her nature, Jessica turned her experience into something that could help others—talking about her illness and recovery through comedy. She was doing keynote presentations when she developed a comedic keynote about depression to make the topic more public.

Jessica then turned to writing on the subject of mental health, using humour to help break down the stigma and make people see the positive side. Her recent book, “Depression the Comedy: A Tale of Perseverance”, was recently published. Her first book, “I Love Your Laugh: Finding the Light in My Screwball Life” is a memoir of her own life.

In recent years, Jessica trained to become a life and career coach. “It’s challenging to be a full time comedian with a family as you are on the road a lot.” She’s also one of the Bell Canada Ambassador’s for the “Let’s Talk” campaign.

These days, Jessica divides her time between various “comedic” activities, including spending time with her family, a boy and girl, ages 11 and 12, and her actor husband Scott. They live in Toronto’s west end, where you may spot Jessica jogging through High Park in the morning with her dog, Ellie. Or perhaps you may spot her on a basketball or soccer team, which she loves to play.
Harvest time brings to mind a rich array of colours, patterns and textures. You just have to look at a fall garden to be inspired by the mixture of golds, deep greens, purples, reds and bright yellow.

With so much natural beauty around us, it doesn’t take much to bring harvest’s glory into your home. Here are some great ideas. Many only require a few “found objects” from your backyard or a local park.

A basic wicker basket makes a fantastic fall decoration, especially if it is overflowing with various pieces of foliage, or combined with dried, coloured “flint” corn. Arrange two or three together, tied with bows: bright orange, deep red, and dark green.

Remove dead or dying annuals from plants, and replace with pumpkins with a bit of greenery still left in the garden.

Small gourds are inexpensive and can be used in a variety of ways. Fill baskets on your porch or balcony, or arrange on a tray inside the house. Have your children collect some fall leaves to arrange at the base.

Glass vases, large glass jars, even mason jars can be filled with fall’s “objects d’art”. Select one or several jars or vases of different sizes and group together. Don’t mix the items. Fill each one with your choice:

- Acorns
- Pinecones
- Candy corn
- Chestnuts
- Milkweed pods
- Various dried seeds and berries
- Dried or fresh cranberries
- Nuts in the shell
- “Fake” coloured leaves

Nothing makes you more cozy in cooler weather than plaid, especially today’s lumberjack trend: black and red checks. Add a couple of throw cushions or blanket to your comfy couch or a balcony chair.

Populate your porch with a few well-placed gourds to give a clean look to outdoor fall decorations.

Visit a local fabric store and check out cotton fabric with harvest themes. Even a Halloween pumpkin theme works well. Buy a meter or two, and use to cover an inside or outdoor small table.

Metal flowerpots instantly give your front porch a more rustic, autumnal aesthetic. Fill with bright autumn chrysanthemums.

Tall (dried) wheat grass is a great stand-alone decorating item. Fill jars, or tie with bright ribbons for a front door display.

For a touch of whimsy in your dining room, put a small white pumpkin in several silver or glass wine goblets with a sprig of evergreen.

Check out your local florists for fall ideas. Most carry a lovely selection of dried fall plants such as milkweed stalks, dried chili peppers, dried pomegranates, eucalyptus, etc. Display in large buckets, or even an old watering can.

Nothing says fall like dried coloured flint corn. Display in an open wooden box at your doorstep. Most grocery stores sell small bales of hay these days. Use as décor, or perhaps tie one or two with bright, plaid ribbons.
Healthy looking hair is generally a sign of good health and good hair-care practices. For those with less hair, everything that applies to hair health also applies to a healthy scalp. We all can take steps to keep our hair and scalp healthier.

HAIR AND SCALP – WHAT YOU EAT
Research shows without a doubt that correct nutrition is instrumental in healthy hair growth. This is because the “living” part of your hair is under the scalp, where its root is housed within its follicle. From here, your hair and scalp gets its nutrients from blood. Lacking certain nutrients? It’s going to show up on your head! Today, many health professionals even offer a hair test that assesses nutrient levels in the body. This tells you a lot about the importance of a healthy diet and the health of your hair and scalp.

TOP 10 FOODS FOR HEALTHY HAIR
1. **SALMON & MACKEREL** – provide omega-3 fatty acids, protein, vitamin B-12 and iron. Omega-3s particularly support scalp health. Deficiency results in a dry scalp and dull hair.
2. **DARK GREEN VEGETABLES** – spinach, broccoli and Swiss chard provide vitamins A and C used in sebum production (secreted by hair follicles). These vegetables also provide iron and calcium, essential for strength and resilience.
3. **BEANS/LEGUMES** – kidney beans and lentils provide protein, iron, zinc, and biotin. Lack of biotin leads to brittle hair.
4. **NUTS** – Brazil nuts are a natural source of selenium. Walnuts contain zinc and alpha-linolenic acid, an omega-3 fatty acid that helps hair condition. Pecans, cashews and almonds also contain zinc. Zinc deficiency can lead to hair shedding.
5. **POULTRY** – provides high-quality protein and iron. Without these hair can become weak and brittle.
6. **EGGS** – are a source of protein, biotin and vitamin B-12 – important beauty nutrients for hair and skin.
7. **WHOLE GRAINS** – fortified whole-grain breakfast cereals, containing zinc, iron, and B vitamins:
   - B5 gives hair flexibility, strength and shine and helps prevent hair loss and greying.
   - B6 helps prevent dandruff.
   - B12 helps prevent the loss of hair.
8. **OYSTERS** – provide zinc, a powerful antioxidant that protects your hair follicles. You also can get zinc from whole grain, nuts, beef and lamb.
9. **LOW-FAT DAIRY PRODUCTS** – calcium, whey and casein are important minerals for hair growth.
10. **CARROTS** – are an excellent source of vitamin A, important for hair growth.

HAIR AND AGING
As we age, our hair gets thinner, and more fragile. Certain “superfoods” are said to help, like super green mixes, chlorella, spirulina, broccoli sprouts, and fresh fruits like blueberries, raspberries, strawberries, blackberries, etc.

OTHER HEALTHY HAIR TIPS
- Avoid shampooing every day. You remove too much of your hair’s natural oils.
- Be gentle. Avoid brushing when hair is wet, replace tight elastic bands with proper hair ties, and limit over processing
- Get a trim regularly to get rid of split ends.
HALLOWEEN IMPERSONATIONS

Many choose Halloween as an opportunity to dress up and impersonate their favourite celebrities. A child might choose to impersonate a favourite sports’ star or animated character from a popular movie franchise. An adult may have a favourite singer or comedian in mind, perhaps someone they followed growing up.

There are advantages to dressing up as someone you can impersonate. Your friends might expect you to talk and act like that character! (or even sing!) Have some fun with it. Look up audio clips of some of your character’s favourite lines and practise ahead of time.

Costumes based on impersonations can also be fairly simple. A blond wig, red lips, and beauty mark says Marilyn Monroe. Frank Sinatra impersonators just need a black tux and hand-held microphone! Jack Nicholson? Just concentrate on getting the hair style right!

Here are some of the top great “impersonation” costumes of all time! At the top of the list, of course, is Elvis Presley, a costume suitable for all ages. Remember lots of hair gel and a tight, white suite! For fun, carry some blue suede shoes.

OTHER FAMOUS PEOPLE TO IMPERSONATE INCLUDE:
• Cher
• Lady Gaga
• Michael Jackson
• Madonna
• Jack Nicholson
• Queen Elizabeth or Queen Victoria
• Sofia Vergara
• Marlon Brando
• Dolly Parton
• Taylor Swift
• Johnny Cash
• Austin Powers

Children can also join in the fun. Every Halloween, at least one child shows up as Elvis Presley, or their favourite Hockey legend. For kids, the characters are often fictitious.

CHARACTERS TO IMPERSONATE FOR KIDS INCLUDE:
• Powerpuff Girl
• Harry Potter
• Harley Quinn
• Wonder Woman
• Elsa from Frozen
• Pikachu
• Mary Poppins
• Favourite sports’ heroes, this year, look for kids dressed up as basketball and tennis stars.
• Various super heroes, such as Batman, Red Ranger, Dash from The Incredibles, Ironman, a favourite “Avenger”, or one of the Lego characters.
Foodtalk

PUMPKIN SEEDS

AT THE TOP OF THE WORLD!

Pumpkin seeds have been called one of the “world’s healthiest foods”. This is not just a flattering description. The World Health Organization rates foods for their nutritional benefits and pumpkin seeds score excellent on the food rating system.

Pumpkin seeds are edible, flat, oval-shaped green seeds inside a white shell. When removed from the flesh of a pumpkin, they are shelled, then rinsed and roasted, either plain or with flavours such as oils and spices, to create a delicious, crunchy snack.

You can roast the seeds in the shells and eat the shells for extra fibre. But for cooking and baking, it’s best to use the green seeds.

NUTRITIONAL BENEFITS

Pumpkin seeds may be small, but these soft, tasty seeds are powerhouses of nutrients and health benefits. Like nuts, pumpkin seeds are a great source of protein and unsaturated fats, including omega-3. They also contain a good range of nutrients including iron, selenium, calcium, B vitamins and beta-carotene, which the body converts into vitamin A.

But pumpkin seeds’ biggest claim to fame is that they are an excellent natural source of magnesium and zinc. Zinc supports your immune system and muscles. Magnesium plays a role in metabolism, helps you sleep, and is also good for your muscles.

There are even more benefits to pumpkin seeds beyond nutrition:

• They are ideal snacks because they fill your stomach for a longer duration and supress hunger pangs
• Pumpkin seeds, pumpkin seed extracts, and pumpkin seed oil have anti-microbial benefits, including their anti-fungal and anti-viral properties

HOW TO ENJOY

• Add to your favorite hot or cold cereal.
• Add to your oatmeal raisin cookie, muffin or granola recipe.
• Add some ground pumpkin seeds to your burgers, whether it be from vegetables, turkey or beef.

NO BAKE PUMPKIN SEED BARS

INGREDIENTS:

• 1 cup rolled oats
• 1/3 cup steel cut oats
• 1 cup dried apricots, chopped finely
• 1 1/4 cup salted roasted pumpkin seeds
• 1 tablespoon cinnamon
• 2/3 cup brown rice syrup (can sub for malt syrup, honey or molasses- NOT maple syrup)
• 2 tablespoon coconut oil
• sea salt

METHOD:

• In a large mixing bowl combine dry ingredients.
• In a saucepan, on low heat combine the brown rice syrup (or alternative) and coconut oil until fully incorporated and just beginning to bubble. Allow liquid to cool slightly.
• Add to dry mixture and stir well.
• Pour on a parchment-lined baking pan and spread evenly.
• Sprinkle with sea salt and refrigerate at least 2 hours.
• Remove and slice into bite size pieces.

WINTER

OCTOBER TO APRIL
REGISTER NOW!

3 MONTHS $295/PLAYER
6 MONTHS $495/PLAYER

ENJOY SOCCER with CHERRY BEACH

Cherry Beach Soccer Club
JOIN OUR WINTER SOCCER HOUSE LEAGUE

MONARCH PARK Stadium

416 367 4359

Register now for our Winter Soccer Programs
www.CherryBeachSoccer.ca
info@cherrybeachsoccer.ca
Supporting Students at All Stages

Children do well at school when their family and friends take an interest in their school and schoolwork. The same applies when you have teenagers in high school or older teens in college or university, although the way you show support may be different. Getting involved in your child’s education, even in the simplest ways, shows that you care about them and their school life. The more supported a child feels at home, the more effectively they learn.

Children in Elementary School
- Children notice when one or more parents attend school functions, such as open houses, meet-the-teacher nights, fun fairs, and concerts. Making it a priority to be at these events sends a direct message that you are interested in their school life and are willing to make time for it.
- Display projects, artwork, and appreciation certificates when they bring them home.
- Send them off with a healthy breakfast, snacks and lunch.
- Let them pick from “school clothes” what they want to wear. Like adults, kids feel confident in certain clothes.
- Listen to the good things they tell you about school and the not so good things. Kids need to know that you’re not always going to take the teacher’s side!
- At the first sign that your child seems unhappy, make an appointment to find out what is going on. Smaller issues can be resolved much easier before they become overwhelming.

Teens in High School
- Teenagers don’t want to admit they care if parents attend events, but attend anyway. Events are likely at the end of the day when you are tired, and your teen has already said “don’t bother coming”, but if you come across as positive about the experience, it shows that you are also positive about your teen’s education.
- Make appointments with teachers in classes where your teen is doing well in addition to classes that are challenging. It’s good to hear (and pass on) positive comments!
- Make sure your teen has a dedicated space for study with good lighting and a comfortable chair.
- These are the years when family dinners are still very important, even though life is more chaotic.
- Find opportunities to drive your teen places so you can talk in the car. “Car talks” are often when you find out more about what is going on in their lives.

College/University
- The above advice applies to post-secondary education, except you won’t have opportunities to meet teachers! There still may be a few events you can attend. If not, ask for a “tour” after your son or daughter gets settled.
- Listen when your college student wants to talk about careers and the future, but refrain from asking too many times, “So what do you want to do when you graduate?” This puts unnecessary pressure on a student at a time when the labour market is shifting so much. Just let them enjoy education for education’s sake — and tell them so!

At ALL ages, remind your son or daughter that you love them and you are confident they are going to do well in life!
GREAT DECADES
AT THE MOVIES

Over the next few editions of Beaches|life, we will be featuring some of the most critically acclaimed films of specific decades. The first decade we focus on is the 1930s.

Some events that occurred in this decade include the Dionne quintuplets born in Corbeil, Ontario (May 1934), the CBC was created (November 1936), Canadian artist Joe Shuster and American Jerome Siegel published the first Superman comic (1938), the National Film Act created the National Film Board (May 1939), and Canada declared war on Germany, seven days after Britain and France. (September 1939).

Dracula (1931) Dirs. Tod Browning, Karl Freund; Bela Lugosi, Helen Chandler, David Manners, Dwight Frye
Duck Soup (1933) Dir. Leo McCarey; Groucho Marx, Harpo Marx, Chico Marx, Zeppo Marx
King Kong (1933) Dirs. Merian C. Cooper, Ernest B. Schoedsack; Fay Wray, Robert Armstrong, Bruce Cabot, Frank Reicher
Mutiny on the Bounty (1935) Dir. Frank Lloyd; Charles Laughton, Clark Gable, Franchot Tone, Herbert Mundin
Gone with the Wind (1939) Dirs. Victor Fleming, George Cukor, Sam Wood; Clark Gable, Vivien Leigh, Thomas Mitchell, Barbara O’Neil

The 39 Steps (1935) Dir. Alfred Hitchcock; Robert Donat, Madeleine Carroll, Lucie Mannheim, Godfrey Tearle
Modern Times (1936) Dir. Charles Chaplin; Charles Chaplin, Paulette Goddard, Henry Bergman, Tiny Sandford
Mr. Smith Goes to Washington (1939) Dir. Frank Capra; James Stewart, Jean Arthur, Claude Rains, Edward Arnold

CRYSTAL
SALE

All crystal on sale now! Come into Living LIGHTING to find a sparkling new addition to your home. Our experts can help you find exactly what you’re looking for. Some quantities and styles are limited. Sale ends October 29, 2019.

Sale ends October 29, 2019 or while supplies last. Bulbs extra. May not be available in all stores.
Retired or planning for retirement? Let’s talk about your income options.
An investment of $100,000 could provide you with a monthly income of
$553.19*

Financial Planner
Investment & Retirement Planning
Royal Mutual Funds Inc.
Tel. 416-995-4974
jay.tenorio@rbc.com

For more details or to set up an appointment, give me a call.

For illustrative purposes only.

Example is based on:
- Name of Fund: Managed Payout Sol. - Enhanced Plus
- NAV/Unit (as of September 1, 2019): $6.1462
- Number of Units: 16,270.22
- Monthly Distribution/Units: $ 0.0340

* May be adjusted depending on future market conditions.

RBC Financial Planning is a business name used by Royal Mutual Funds Inc. (RMFI). Financial planning services and investment advice are provided by RMFI. RMFI, RBC Global Asset Management Inc., Royal Bank of Canada, Royal Trust Corporation of Canada and The Royal Trust Company are separate corporate entities which are affiliates.

RMFI is licensed as a financial services firm in the province of Quebec.

36028 (03/2019)

FALL FASHION
SUPER HEROINE STYLE

Feel like a superhero this season in one of fall’s trendiest capes. There are various styles to choose from, whether you want to make a BIG fashion statement, or just a nod to this season’s fashion. Let’s talk about capes for women first!

LONG CAPE – Next-level your work day wardrobe with a tailored knee-length stunner. It’s gorgeous and bold, and dark colours create a sophisticated look.

SHORT CAPE – You may feel more comfortable in a shorter version, which are oh-so stylish and chic. Pick a great plaid, or a style with a great toggle closure.

PONCHO – Ponchos are basically a piece of cloth (originally a blanket) with a hole in the middle so you can slip it over your head. Typically, they are made in a Mexican/South American style fabric. Today’s ponchos are available in various styles and fabrics, including knitted.

PLAID RUANA WRAP – Ruana’s are a version of a poncho, but the slit goes right down the front, so they almost look just like a blanket thrown over your shoulders. An oversized plaid Ruana is a great look over jeans at a tailgate party or football game!

TRENCH MEETS CAPE – Rethink your rain gear with the new trench-meets-cape combo. It has the tailoring of a trench coat but is actually a cape, with the traditional trench tie belt threaded through the arm slits. You’ll find these in long and short versions.

CAPE JACKET – A combination of jacket with cape is a good way to fit into the season without going “full on cape”. Tailored, and often double breasted, these are very classic, almost military in their look. More formal varieties come with neat slits for sleeves and in soft fabrics like crepe, even velvet.

SARAPE – Sarapes (or serapes - depending on where you’re from) are very similar to ponchos - simply longer. They are also sleeveless with only a hole for your head. They originally come from Mexico and are very blanket-like and warm.

SCARF WRAP – Not so sure about the cape? Throw this easily packable scarf in your carry-on to weather unexpectedly chilly flights. If you want to keep the wrap in place (and add some bling), consider a scarf wrap pin.

COLOURS AND FABRICS – Fall 2019 is still all about big plaids and checks, and the truly autumnal shades are a mixture of deep, creamy yellows like Butterscotch and Dark Cheddar, along with soft, nutty browns like Sugar Almond and Hazel.

MEN
Men can wear capes, but most don’t here in Canada!. For fall, choose from one of these great trends:
- Light-wash denim for pants, jackets, even suits
- Sling bags
- Vintage watches
- Mismatched prints
- Corduroy anything (pants, jackets)
- Cropped trousers
- Neck scarves (like Harry Potter wore)
- Plaid pants

For fall, choose from one of these great trends:
- Light-wash denim for pants, jackets, even suits
- Sling bags
- Vintage watches
- Mismatched prints
- Corduroy anything (pants, jackets)
- Cropped trousers
- Neck scarves (like Harry Potter wore)
- Plaid pants

Beaches l life
Autumn – October/November 2019
21
In 1920, Jewish residents in the Beaches purchased the old Baptist Church at the corner of Queen St. E. and Kenilworth Ave. The building was moved to its present location and re-oriented to face east. Today, the synagogue is an integral part of the ‘Beach’ community. The synagogue joins local churches and offers a mid-week lunchtime drop-in program.

Toronto’s first Jewish community was in the Ward where from 1890 to the early 1920s, was the dominant cultural group. But as the Ward became increasingly crowded, Jewish merchants looked for another place to set up businesses. At the time, they were excluded from the main business community, so merchants set up an outdoor market in what we now know as Kensington Market, west of Spadina to Augusta and north of Dundas to Nassau.

At first, merchants sold goods from handcarts pushed through the working-class streets, then set up stalls on lawns in front of their homes. This attracted other merchants, and eventually, merchants converted the ground floor of their houses to stores, as well as continuing to display goods on the sidewalks, as is done today.

By the 1920s, about 80 percent of the city’s Jewish population of 35,000 lived in and around Kensington, worshipping at over 30 local synagogues.

At the same time, the numerous textile and fabric factories and warehouses in the area needed factory workers. Because most of the city’s Jewish community lived in the immediate area, many found employment in the garment industry. To this day, when you walk along Queen Street West past Spadina Avenue you see the signs “Fashion District”, whose name is derived from the area’s role in the garment industry.

Work conditions in the industry, however, were harsh. It was Jewish community leaders who led the way advocating for improved conditions through fair labour laws.

It began with two Jewish businessmen in the area who first formed a cooperative. Their work lead to the establishment of the Labor Lyceum Association, a labour union, which for many years was located on Spadina Avenue. Long after labour laws had been reformed, the Association remained an important cultural centre for the Jewish community in Toronto, and a welcoming place for new arrivals to the city.

By mid century, the Jewish presence in Kensington Market gradually diminished, but the influence of the Jewish Canadian culture remains woven into the entire, diverse culture of the city. For example, many recognize the Miles Nadal Jewish Community Centre at the corner of Bloor and Spadina.
Did You Know?

- In what lovely Ontario town would you find the Grand River?
- Name two classic styles of church architecture found in the Beaches?
- Where did Mr. Ryan, former owner of Ryan’s Hardware Store, find a lost river?
- What is the Baymouth bar? (hint, it is not a restaurant!)
- Where might you find signs of a lost river at Kew Gardens?
- Why is the detailing so much simpler on St. John’s Catholic Church than Kingston Road United?
- Where would you look for houses in the Beaches designed by Eden Smith of Arts & Crafts fame?

Spring/Summer 2007

FIND YOUR LOCAL BUSINESSES ONLINE AT BEACHESLIVING.CA

BEACHES LIVING BUSINESS DIRECTORY & SHOWCASE

• Help you to find local businesses

FIND YOUR LOCAL BUSINESSES ONLINE AT BEACHESLIVING.CA

Connecting 15+ Years

The community

beachesliving.ca
We spend so much time in our cars, we are always trying to fill it with the most advanced technologies. Today’s vehicles are filled with so many conveniences it’s hard to believe there are more you would need, but we always do. Here are six gadgets to make your drive even more fun-tech-filled.

**AIR PURIFIER** – Plug into your car’s 12 volt outlet and enjoy improved air quality. Unlike car air fresheners, the purifier doesn’t just cover up bad odours, it eliminates them by releasing negatively charged ions that stick to tiny particles in the air such as dust and microbes. The negatively charged particles are then collected on a positively charged plate inside the purifier, removing them and their odours (including wet dog smell).

**ROAV SMART CHARGE** – This device not only charges two mobile devices at once, it also is a Bluetooth and FM signal, allowing you to stream music to your car stereo directly from your phone, as well as making hands-free calls. As well, built-in locator records your car’s location and displays it on a map that you can view through the device’s app on your phone or tablet.

**WIZGEAR MAGNETIC PHONE CAR MOUNT** – This magnetic phone mount holds your phone securely in place on any air vent. The mount comes with a small metal plate that is attached to your phone, making for a strong magnetic connection that won’t become dislodged even on rougher road surfaces.

**FIXD CAR HEALTH MONITOR** – Catching car problems early is the best way to save yourself time, money and stress, as well as improving your overall safety. FIXD’s car health monitor allows you to keep track of your vehicle’s condition and offers easy to understand information through the connected app. If your check engine light comes on, this device will let you know exactly what the problem is as well as its severity.

**DIGITAL TIRE PRESSURE GAUGE** – Properly inflated tires save fuel, as well as improving grip, handling, and the tire’s lifetime. This tool is simple to use, and small enough to be portable. A backlit digital display makes it easy to check your tire pressure accurately day or night.

**NONDA ZUS CONNECTED CAR APP SUITE** – This device offers a number of insights into your car’s performance, as well as offering convenient phone charging. It can help you find your car if you forget where you have left it, keeps you up to date on your car’s battery performance, keeps track of your mileage, and alerts you to the presence of parking meters in the area.

**FIND BUSINESSES LOCALLY**

**YOUR LOCAL BUSINESSES ARE NOW AT YOUR FINGER TIPS**

Find local businesses made easy! No searching or guessing at: beachesliving.ca/directory

For local business owners: If we have missed you, get your free listing at: beachesliving.ca/listingsubmit

**TORONTO’S #1 DIGESTIVE HEALTH CLINIC**

Do you suffer from any of these?

- Indigestion, acid reflux, bloating, gas, constipation, loose or difficult bowel movements, IBS, sluggishness or fatigue, irritability, chronic headaches, skin irritation, rashes, asthma, eczema/psoriasis, excessive oil production, or other auto-immune disorders?

Vitalife can help. Call us to chat or send us an email.

Vitalife Inc. - 2251A Queen St East
416.849.0004
info@vitalifeclinic.com
www.vitalifeclinic.com

$15 OFF first visit
Valentina Giorcelli loves to cook. Since this year, many people in Toronto have been enjoying her food and learning how to prepare it themselves. It’s been a journey for Valentina, and an inspiration to anyone who wants to follow their passion!

Almost a decade ago, Valentina was working in Milan, Italy, as a computer software analyst. But as someone who grew up around food and cooking, Valentina wanted to make a change in her life—a big change. In 2010, she left her stable job and opened up a cooking school in Milan. “I became an ex-software nerd,” she says, “and instead, chose to become a cooking nerd.”

Seven years later, Valentina moved to Toronto, where she worked first as a corporate chef before setting up her own business a few months ago in the Beaches. Although she’s a long way from her birthplace, she’s now much closer to her roots. Growing up on a farm in Italy’s food and wine-rich Piedmont region, Valentina learned the value of farm fresh food and excellent home-cooked meals, sourced from local producers. Cooking and teaching others to cook is second nature to her.

“I know what Italian food should taste like,” she says, “and nothing is a challenge for me!”

“Cooking brings people together,” she says, “and whatever you want, I can provide.” After a brief consultation, Valentina and her client decide together the design of the event, 100% tailored to her client’s vision. If the event is a meal, the menu can include 3 to 4 courses, or could be in the form of a tasting menu.

“I bring the restaurant to you,” she says, “and I treat you like the king or queen!”

In addition to her in-home events, Valentina has also become a known name in Toronto’s thriving film industry. Crews are looking for healthy, tasty food, and love the fact that her cuisine is so authentic.

Valentina makes it a practice to source as many ingredients locally as she can. Organic is also preferred. The Beaches neighbourhood is perfect for Valentina and her family. She and her husband have two children, 9 and 12.

“When you love cooking like I do,” she says, “you love challenges, you love researching new dishes, you just love what you do all the time.”

Valentina Giorcelli, Personal Chef
647-573-3039 | valentinacooks.com

Everyone loves fresh Ontario produce during the summer and early fall, but how can we keep the bounty throughout the winter season? Most fruits and vegetables have a very short shelf life, but there are some that can be kept for many weeks and others, even months. Here is a list of Ontario fruits and veggies that if stored properly, can be enjoyed well after bringing them home from your favorite store or farmers’ market.

### APPLES
Store in root cellar or dark, cool basement or garage. Keep them away from other produce because they give off ethylene gas which makes other vegetables sprout and rot. Most varieties of apples can be stored three to six months.

### ONIONS
Store in mesh bags or open baskets in an isolated cool, dry place. They will last for months.

### CARROTS
If you grow them in your garden, keep them there. Cut off their green tops and cover with a foot or more of shredded leaves or straw. Top with a tarp to keep the soil from freezing and you will be able to harvest them as needed.

### POTATOES
Store in a cool, dark place with good ventilation. Don’t store near onions, which give off ethylene gas, causing potatoes to sprout. They will last for up to two months. Do not expose to light, as this will also trigger sprouting. Never store in the refrigerator as the cold lessens their flavor.

### SQUASH & PUMPKINS
Clean the squash with bleach and water to kill any fungi or bacteria on its rind and then store in any cool spot. This will keep them fresh for up to six months.

### BEETS
Cut the tops off and store in a root cellar or cool, dark area in a single layer on dry sand or clean cat litter. This will keep them fresh for up to two months.

### CABBAGE, CAULIFLOWER, BRUSSEL SPROUTS & BROCCOLI
Harvest mature heads, roots and all. Hang upside down in a humid basement, garage, or out-building where it doesn’t go below freezing. This will keep them good for up to a month.

### ASIAN PEARS
Place in sealed bags in the refrigerator. This will help them stay hydrated. They can stay fresh up to two months.

### CORN
Store in mesh bags or open baskets in an isolated cool, dry place. They will last for months.

### LICHEN
Store in any cool place, including the refrigerator. This will keep them fresh for up to two months.

###獨立報紙 | 独立報紙
What does your business want most? Sales, of course. But the only way to get sales is to make sure that as many people as possible know about your business and what you sell. No one doubts what McDonald’s sells because you see the signs, the ads, even the specifically-designed restaurants everywhere you go. Most businesses can’t be like McDonald’s. But regardless of your size, most of the marketing and advertising lessons that apply to the “big guys” also apply to your business.

**SO WHAT IS MARKETING AND WHAT IS ADVERTISING?**

First of all, marketing and advertising are not the same thing.

- **Marketing** includes all the activities you do to promote your products or services. If you think of marketing as a pie, then advertising will be an important slice of that pie.

- **Advertising** is one of the components of marketing that you pay for. Paid advertising includes activities like billboards, online and print ads, print “advertorials”, transit ads, even broadcast ads on radio or TV.

**ADVERTISING ACTIVITIES**

Most small businesses do some kind of advertising. Perhaps you have ads in a local publication (like Beaches | Life), or you run digital ads offering a special “neighbourhood discount”. These are good advertising activities and they sell your products or services. You likely even have a budget for advertising each year. Good for you! But there is more to do.

**MARKETING ACTIVITIES**

Marketing is a more difficult task because it involves many activities, and you don’t typically see a direct result. This is because marketing includes all the thinking, planning and research you do BEFORE you pay for ads or even create your website. The term marketing, therefore, can include public relations, brand development, events, social media, direct mail, email and advertising. All share the same messages but present them in different ways.

**MARKETING AND YOUR BRAND STORY**

Another way of looking at marketing is through your brand. Marketing helps you develop your brand “story” so that the right customers find you, and you can find the right customers. Understand, target marketing and target audience is critical when promoting your products or services. For example, if your business provides support services to seniors, your target market is seniors and your target audience will be the seniors themselves and their children or caregivers.

**YOUR MARKETING BUDGET**

Businesses, large or small, need a budget for marketing, even if the budget just covers your time to plan. For smaller businesses, this may include setting aside a planning day once a year to analyze your target customers and then creating a 12 month “to do” list. You also need at least an hour once a month to review sales results and adjust, if needed, your marketing activities (such as ads, website updates, flyers, etc.) If you are large enough, you may want to bring in a marketing strategist to help you build a plan for the year.

---

**Biz talk**

**MARKETING & ADVERTISING FOR SMALL BIZ**

**Do you recognize it?** Tell us where the Secret Beaches Spot photo was taken, and you could win two Beach car/window stickers of your choice. Email your answer by November 10 to info@beachesliving.ca.

“I don’t know about you, but I see monarch butterflies everywhere this year, even in my backyard. This mural certainly got my attention.”

– Geoff C.

**Congratulations to Dede Fitzpatrick – the winner of August/September’s Secret Beaches Spot photo contest. “New cygnets (baby swans), born in May at Ashbridge’s Bay in front of the ABYC Marina.”**

**Send us** a photo of your Secret Beaches Spot with a brief description.

If we use it you will receive two Beach car/window stickers of your choice. Email your answer by November 10 to info@beachesliving.ca.

**Email your photo:** info@beachesliving.ca.

The BEACHshop is a destination where you can find a collection of unique gifts of local landmarks.
Beaches resident and business owner, Jody Movat, describes the last seven months as “quite the ride.” Earlier in the year she took over the Vitalife Clinic. The clinic, which has operated in the Beaches for the past 11 years, specializes in “gut health”, and she’s thrilled with the response she’s been getting. Jody was actually a patient at Vitalife long before she bought the business. It’s probably the best endorsement anyone could have! Since she was 19, Jody has suffered from health issues related to her small intestine. It was only until she discovered colon hydrotherapy at Vitalife that her health—and her life—changed for the better. Jody describes her situation as similar to many of the clients she now sees at the clinic. “So many people who come to us are at the “desperate stage”, she says, “because they have tried everything, and are at their wits’ end. Others are just curious in learning about health alternatives. Younger people, in general, are interested in the preventative medicine aspect of what we offer here.” Colon hydrotherapy is a gentle treatment. There is no uncomfortable preparation required the day ahead, and the treatment, which is done in a spa-like atmosphere “The best part”, Jody says, “is everyone feels great afterwards.” The clinic helps anyone who suffers from various “gut” issues: indigestion/acid reflux, bloating, gas, constipation, loose, or other difficult bowel movements, IBS, chronic headaches, asthma, sluggishness, irritability, skin irritation, rashes, eczema/psoriasis, or other auto-immune disorders. Clients range in age from young teens to those in their eighties. Hydrotherapy has become more common these days because of increasing awareness of the importance of gut health and the threat of toxins to our bodies. Sadly, our bodies are designed with a digestive system that should be able to handle whatever we eat, drink or breathe. But even with our sophisticated system for separating out nutrients and disposing toxins and waste, it’s very difficult in today’s environment to expect the body to handle it all. As for Jody’s advice? Eat and live as “clean” as you can, eating a rainbow of colours (in vegetables and fruits), avoid processed foods, and using moderation as your guide. Her only real “don’t” is about sugar. “Sugar is the enemy,” she says, “it keeps the body in an acidic state—the opposite of what is ideal for good gut health.” There are two holistic nutritionists on staff at Vitalife to advise clients on their diet, recommend changes and alternatives. Since taking over the business, Jody has now started to get referrals from medical professionals, mostly with some kind of background in holistic medicine. “We’re not a walk in clinic,” she says. “Typically, you make an appointment. But you are always welcome to walk in and talk with us—and many do!” Vitalife Clinic 2251A Queen St. E. | 416-849-0004 | vitalifeclinic.com
For 13 consecutive years *Beaches Living Guide* has been awarded the APEX AWARD for Publication Excellence!

*Beaches Living Guide* is your guide to better living.

---

**Our Award is YOUR Award!**

**AWARD OF EXCELLENCE**

2019

APEX®

AWARDS FOR PUBLICATION EXCELLENCE

*Beaches Living Guide* has been awarded the APEX AWARD for Publication Excellence!

Visit beachesliving.ca

---

**It's Fireplace Season**

---

**Welcome to the neighbourhood:**

- Adams Business Law – 2271 Queen St. E.
- Bayshore Home Health – 992 Kingston Rd.
- Black Iris Hookah Fruit – 1405 Gerrard St. E.
- Brows by Yael – 1144 Queen St. E.
- Cloud Cabin Vapes – 923 Kingston Rd.
- Emerald Hair & Beauty – 1173 Queen St. E.
- Juliana Social – 387 Broadview Ave.
- Locus Kids – 1487 Gerrard St. E.
- Morning Parade Coffee Bar – 1952 Gerrard St. E.
- Morrison & Co. – 976 Queen St. E.
- NODO Leslieville – 1192 Queen St. E.
- onlythebestrong – 1064 Kingston Rd.
- Plant Collective – 998 Queen St. E.
- Scholar’s Education Centre – 2211 Queen St. E.
- Somun Superstar – 998 Kingston Rd.
- The Angie’s Spa – 986 Kingston Rd.
- The Curl Lounge – 623 Kingston Rd.
- Yard Sale Bar – 1062 Gerrard St. E.

**New Condo Showrooms:**

- Merge Condos – 1040 Kingston Rd.
- The Poet – 1170 Queen St. E.

**On the Move:**

- Beach Dance School – 1234 Kingston Rd.
- Mean Bao – 753A Queen St. E.

**Thank you and best wishes:**

- Alfa Farm Fresh – 944 Kingston Rd.
- Beach Hardware – 2215 Queen St. E.
- Gerrard Pizza – 1528 Danforth Ave.
- Holy Cow – 1100 Queen St. E.
- Intuitive Touch Therapies – 1912 Queen St. E.
- Lambretta Pizzeria – 1192 Queen St. E.
- Property.ca Leslieville – 1028 Queen St. E.
- Randall’s Stationery – 964 Kingston Rd.
- Succuterra – 1596 Queen St. E.
- The Loop – 971 Kingston Rd.
- Toronto Cash & Carry – 1405 Gerrard St. E.
- Where the River Narrows – 468 Kingston Rd.

---

*A very special thank you to Randall’s Stationery (since 1934) and Gerrard Pizza (since 1966), landmarks of the Beaches community – best wishes.*

---

**If you are opening a new business in the Beaches, moving, closing, or re-opening, let us know. Contact us at: info@beachesliving.ca or 416-690-4269.**

---

**Classical Fireplace has been providing quality products and reliable service to the Beaches community for over 15 years. Family owned and operated, we look forward to bringing the warmth and comfort of a new fireplace to your family!**

---

(416) 698-3473
www.classicfireplace.ca

---

1828 Queen St
Just West of Woodbine Ave
Tues - Fri 11-7 Sat-Sun 11-4
CUSTOMER APPRECIATION WEEKEND

Saturday & Sunday, November 23-24

20% OFF

PLACE PRE-ORDERS WITH 10 ITEMS OR MORE AND RECEIVE AN ADDITIONAL 5% OFF. PRE-ORDER DEADLINE IS NOV. 3.

TIME TO GET YOUR FLU SHOT, WALK-INS ARE WELCOME.

Proudly serving the Beaches Community for over 25 years.

2136 Queen St. East  416-699-3747