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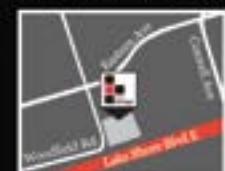
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Three Generations of Olympians

Mark Oldershaw at the Toronto Pan Am Games this summer

Canadian sprint canoeist, 2012 London Olympic medalist Mark Oldershaw, is in the final stages of training for the Pan Am Games in Toronto this summer, after winning a spot on the Canadian team at the beginning of May. That same month, he claimed two gold medals and a bronze in the 2015 ICF Canoe Sprint World Cup being held in Europe. Cheered on by his family of Olympic athletes, including his father, Scott Oldershaw (national team coach), it won't be long now until he's racing in the Pan Am Canoe/Kayak Sprint scheduled for July 11-14th.

Mark is a third generation Canadian Olympian, the fifth member of his family to compete at the Olympic Games. His grandfather Bert Oldershaw competed at his first of three Olympic Games in London 1948. His father Scott competed in Los Angeles 1984, his uncle Dean competed in Munich 1972 and Montreal 1976, and his uncle Reed competed in Montreal 1976.

Mark can't remember the first time his parents put him in a canoe. "We basically grew up at the canoe club [Burloak Canoe Club in Burlington] where both my parents were coaches," he says. "My mom ran the youth program, so we tagged along with her. I think we were getting in boats at age 7 or 8, probably to keep us out of trouble."

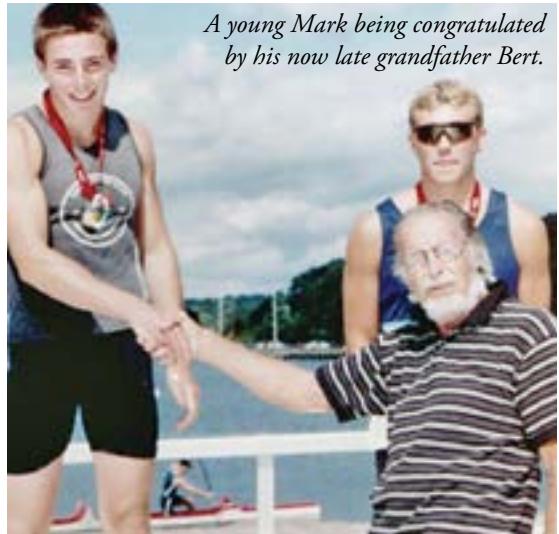
Born and raised in Burlington, he has done most of his training at Sixteen Mile Creek, a beautiful, natural waterway that flows from the Niagara Escarpment into Lake Ontario. Mark also loves canoeing on Lake Ontario when it's not too wavy. "There are some mornings where it is like a mirror, perfectly flat as far as you can see," he says, "then it's one of the nicest places to paddle in the world."

Although he loves to canoe, Mark also participates in many other sports, such as hockey, lacrosse, basketball, volleyball, track and swimming. He figures that if he wasn't a canoeist, he'd definitely choose a team sport, "I do most of my racing alone in my canoe," he explains, "so being able to play with a team would be a fun change."

Like many athletes, Mark has overcome various challenges in his career, including surgery on his hand, and narrowly missing Olympic qualification in 2014. But the lessons he's learned from family, friends and trainers along the way have helped him believe in himself. When he's on the starting line, for example, he reminds himself of all the times he's had to be tough, "I think back to all the times when I didn't quit" he says, "the times when I kept pushing even though it hurt".

...continues on page 6

continued from page 5...



A young Mark being congratulated by his now late grandfather Bert.

since dating his fiancée, although he enjoys anything “where the singer really pours their heart and soul into it. The Beatles, Cat Stevens, Otis Redding, Meatloaf.” His choice in “pump music” also varies from Jay-Z to The Clash to whatever top 40 pop hit he’s into at the moment.

There’s no secret meal that Mark swears by ahead of a competition, but watch out after the race is over. He loves French fries and claims he can eat them all day. He’s also lost track of the number of canoes he owns (6 or 7, perhaps) as well as a variety of paddles suitable for different conditions. “I’m always trying different blade widths, paddle lengths and shaft stiffness, always trying to get a little bit faster,” he says, although admits that he mostly just use 2 or 3 that are his favourites.

An inspiration to all younger athletes, Mark reminds those just starting off the importance of dreaming big and believing in themselves, no matter what. “You’ve also got to make a plan on how you want to get there,” he advises. “It’s a lot easier to get to a destination if you have a map, even if it’s only a vague one when you start, you can always add to it.”

And when that Canadian flag is raised above him on the podium, what goes through his head?

“It is hard to put it into words, but I guess it’s just incredibly proud. We are so lucky to live in such a great country and to have so many opportunities in life. It is really an honour to wear the Maple Leaf, and seeing the flag being raised and the anthem playing is truly amazing.”

We’ll all be cheering for Mark Oldershaw along with his family this summer, and all Canadian athletics!

He also recalls a conversation he had with his uncle who reminded him that if he didn’t put in the hard work to win, then someone else would do it instead.

“It was cold and pouring rain, we were all super tired and didn’t want to go on the water,” he recalls, “So my uncle said to us, ‘they’re training right now’. When we asked who, he replied, ‘Your competition. Everyone else across Canada, the Hungarians, the Germans, the Russians, they’re all training right now.’”

When not racing, Mark likes to build things and bring out his creative side. Whether it’s something artistic or home renovations, “just making something makes me happy,” he says. He’s a recent convert to country music



The 1948 Canadian Olympic Canoe Team. Mark's grandfather Bert is third from the right.

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Summertime, Facetime... Get Personal

Enjoy listening! Some of the best times can be when you sit back, relax and let someone else do the talking. Learn about their story, what they know about and what's important to them. You'll be surprised and inspired by others. It will make you a wiser, more rounded person. And it will also make others like and respect you back for your listening skills.

Summertime is definitely social time. Neighbours you've hardly seen all winter are busy in their gardens or out walking. The weather makes travel easier for families and friends. There's even more daylight for stretching out dinner while everyone talks and enjoys themselves. Plus most of us have a little more leisure time in the summer. The kids at camp, you've got some vacation days, and there's 3 long weekends to enjoy.

Make the most of your summer, become a good listener. It's not as easy as you think. Otherwise, you'd see more evidence of good listening vs. lots of talking. Listening is not the same as hearing. Listening means you actually concentrate on what the other person is saying. Listening experts tell us that listening well is a difficult skill for most to master, but with practice, you can make real progress.

Here are some tips on brushing up your listening skills this summer:

EYE CONTACT: Look at the person who is talking in the eyes so you can focus on their story, especially if there are distractions around you. If the environment is too noisy, suggest you move to a quieter place or pick up the conversation later.

SIT BACK & LISTEN: Force yourself to concentrate on what they are saying rather than plan your reply while they are speaking, or pick out points you want to correct. (This is difficult but essential)

POSITIVE RESPONSE: Say encouraging words so

they keep talking, e.g. "tell me more," or "that is very interesting to hear". Resist turning the conversation back to you, such as, "well, that's nothing compared to my story. Let me tell you what happened to me!" Also don't shut them down by saying something like, "I already heard that before."

NO ONE NEEDS TO WIN: No one "wins" a conversation, so don't make it a tug of war. That is, no one gets a prize for the biggest laugh, the longest story or the loudest voice. The best conversations are those when both sides feel that they have been heard.

POLITELY SWITCH TOPICS: If the conversation gets controversial feel free to just say nothing. If forced to acknowledge their point, a helpful response is always, "You may be right" and then suggest a different topic.

RESPECT OTHERS: Finally (and need we say it!), take your cell phone off the table; ideally, turn it off and put it out of sight. The person who is there with you is the one who should be getting your attention. There may be occasions where you need to stay in touch with someone. If that is the case, explain ahead and put the phone somewhere where you can hear it but aren't jumping to look each time a text or email arrives.

Wisdom is the reward you get for a lifetime of listening when you'd have preferred to talk." – Doug Larson

Most people do not listen with the intent to understand; they listen with the intent to reply." – Stephen R. Covey

We have two ears and one tongue so that we would listen more and talk less. – Diogenes (Greek Philosopher, 400 BC)

50s Style is back on the beach! swimwear trends this summer

Whether you're racing, swimming, relaxing or playing volleyball on a beach, summer 2015 offers a wide range of swimwear suit styles for men and women.

What's hot

African and Moroccan Influences

Leopard spots, tiger stripes, tropical colours and palm fronds. This season's swimwear prints are definitely untamed, with wild patterns and jungle motives.

White sands

Look for light hues: sand, sea foam, pale beach sky, white on white with metallic trimming, cutouts and mesh. A good look for darker skin and (need we say more) – top models.

Get sporty

Inspired by yoga wear, look for a wider choice in functional but fun sporty styles, from the classic Speedo styles (long and short for men) to halter top two-piece suits for women. No seams, no wire, easy to wear and quick to dry.

The swimwear "Dictionary" for 2015

FOR MEN

- Trunks:** looks like shorts, comes to mid-thigh or slightly shorter.
- Board shorts or surf trunks:** the most conservative choice, comes to just above the knee.
- Jammers:** long fitted spandex style to keep you streamlined during swimming competitions.
- Briefs:** just what it says – brief.

FOR WOMEN

- Classic maillot:** a one-piece with straps and scooped neck.
- Two piece:** with bottoms that come to the waist.
- Bikini:** two-piece with bottoms that are briefs.
- String bikini:** the smallest amount of fabric, not necessarily made of string.
- Tankini:** two-piece, with a tank-style top – looks like it is all one piece.
- Bandeau:** a one or two piece with no straps.
- Swim dress:** one piece with a built-in skirt.
- Racer back:** athletic swimwear style.
- Monokini:** one-piece suit with the sides nearly completely cut out, giving the appearance of a bikini with the top and bottom connect by a sliver of fabric.
- Racer back:** athletic swimwear style.



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Father Knew Best Especially when it came to...

Traditionally, the father in a household is expected to do the "manly" jobs: fix things, do heavy lifting, be the sports' coach, carry groceries in from the car (but not cook), wash the car and climb ladders to clean windows. Fathers also are seen as the ones that teach us how to stand up for ourselves, face a problem head on and remain calm during a crisis.

But in reality, we all grew up believing that whatever our father did was what all fathers did – whether it was teaching us how to throw a football or how to sew (yes, many fathers do sew!) Because in real life, fathers can do it all. It just depends on their interests, particular skills and circumstances.

So, thinking about your father on this Father's day, what did he teach you (or continues to teach you?)

I always wanted to be a teacher. My father was an Economics professor and I loved how he would distill every life lesson into one Economics lecture – a simple model of "supply versus demand". He truly inspired my love of learning. - Leena

"Measure twice, cut once!" was a favourite saying from my Dad, whose business was fabricating and installing custom glass & hardware for institutional buildings. - Laural

From a practical perspective: how to wash my glasses properly. For life lessons: true responsibility and love by making the harder choices in order to take proper care of his girls. - Faith

Craftsmanship and attention to detail. He was a busy businessman outside the house, but had a woodworking workshop in the basement of our home. My dad also helped me make my first beaded necklace for a Brownies project when I was six years old, and now I am a professional self-employed jewelry designer. I guess it stuck! - Lara

Dad taught me a love of old movies – a passion of mine to this day. When I was 15 he took me to see "San Francisco" (1936) at the old Crest Theatre on Mount Pleasant. At the time the only way to see classic cinema was to stay up all night and see it on the "Stardust Cinema" on CBC or in the few movie revival houses. - Barb



Whenever I am planting my garden, I remember my dad teaching me how to plant things. I remember his hands, all dirty, being very careful with the seedlings. While he is gone now, I still feel close to him when I'm kneeling in the dirt, making a new home for a small plant." - Kate

I learned from my dad to always respect other people and assume the best from them. This is a rare quality that made him a true gentleman. - Richard

How to make a martini, eat escargot, not to be afraid of thunder and lightning, the joy of colour, being outdoors even when it's raining. - Anne

How to build a cottage from digging the foundation to laying the bricks for the fireplace. He also showed me how to identify clouds because he had been a weatherman in World War Two! - Beth

I learned how to be a kind/generous person and considerate to others. Dad was never confrontational and always able to find diplomatic ways to resolve differences. - Winnie

How to fish, paddle a canoe and tell the good mushrooms from the poisonous ones. - Liam

Note to readers, try this at home:

In the course of asking the question "what did you learn from your father" I discovered something else – a great way to celebrate Father's Day is to ask others what they learned from their father! The stories that flowed in were instructive, funny and heartfelt. Many poured out memories that filled the page, and then the writer thanked me for asking the question.

A black and white close-up photograph of a woman with dark, wavy hair. She has her hands raised to her face, with her fingers touching her cheeks and temple. Her eyes are closed, and she has a contemplative or mysterious expression. The background is dark and textured.

UNLEASH YOUR INNER

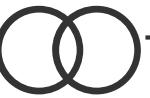
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Celebrating the Mighty Dog ... Hot Dog, that is

Is there any food that says summer better than the hot dog? Like 'em or not, the hot dog is here to say.

Some trace its origins to the Romans, where Nero was served a sausage on a bun. The German city, Frankfurter claims some credit (of course) and the Viennese invented the wienerwurst (wiener).

But the man responsible for popularizing the hot dog in the United States was Nathan Handwerker, a Jewish immigrant from Poland. Nathan worked on Coney Island until he'd saved enough to buy his own cart and sell hot dogs with "warm buns". By the 1930s, Nathan's hot dogs were famous across North America.

Where you are from dictates the kind of "dog"

Plan a hot dog menu, with a selection of toppings and condiments. Put out menu cards with the various regional varieties of hot dogs so guests can choose their preference!

New Yorker Classic: served with steamed onions and deli-style yellow mustard.

Chicago: yellow mustard, dark green relish, chopped raw onion, pickle spear, sport peppers, tomato slices, topped with a dash of celery salt and served in a poppy seed bun.

Atlanta and US South: dogs served "dragged through the garden", meaning they are topped with coleslaw.

Kansas City: Serve with sauerkraut and melted Swiss cheese on a sesame seed bun.

Texas: Chili, cheese and jalapenos.

Montreal: Quebecers steam the dog instead of boiling. Top with coleslaw, onion, mustard, relish.

Prairies: In accordance with Ukrainian tradition, serve with a slice of bacon, sauerkraut, chopped fried onions and mayo.



Food talk

Beaches Living Canadiana Dog: Dijon mustard on the bun (a tribute to our French culture) and two slices of bacon; topped fresh Ontario chopped tomatoes, shredded cheddar and a dollop of mayo.

Dog Essentials

Veggie or meat: Don't worry about it. Once you have your toppings, you hardly notice!!

Best buns: Soft, so when you bite into your hot dog, you don't squish the dog out the end of the bun.

Cooking: Boil (traditional), gently BBQ, fry or steam (French Canadian style)

The best dogs: Pick what you like best. Your hot dog experience mostly depends on fresh buns, fresh dressings and condiments – and being outside to enjoy it!

Hot Dog Etiquette

Toppings: Put hot dog toppings between the hot dog and the bun. This is referred to as "dressing the dog," not the bun.

Condiments applied in the following order: wet condiments like mustard and chili first, followed by chunky condiments like relish, onions and sauerkraut, then by shredded cheese, and last, spices, like celery salt or pepper.

How to eat it: Always on a bun with your hands!

patio talk

enjoy the patios on the beach contest...

Beaches|life wants you to enjoy the patios this summer by giving away:

\$100, \$40 and 3 x \$20 gift cards from participating patios of your choice, listed below and featured on the following 3 pages.

To enter, go to beachessliving.ca/patios and tell us your favourite patios.
Contest closes July 10, 2015

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from
1 of
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- ✓ The Duke
- ✓ Jawny Bakers Restaurant
- ✓ Joy Bistro
- ✓ Murphy's Law Irish Pub
- ✓ Sauvignon Vin Bistro
- ✓ Tim Horton's (2002 Queen St. E.)



It's a warm, summer's evening. The crickets are singing and there's a gentle breeze in the evening air, cooking off the heat of the day. Is there any place you'd rather be than enjoying a meal or drink outdoors at one of Toronto's many restaurant patios?

Savour the outdoors for as many hours in a day as possible in a relaxed, informal atmosphere. It's also a great way to explore Toronto's neighbourhoods, taste some local fare, people-watch (and dog-watch!).

With almost unending variety in the kinds of patios and dining available, where will you spend your evening?

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the page!

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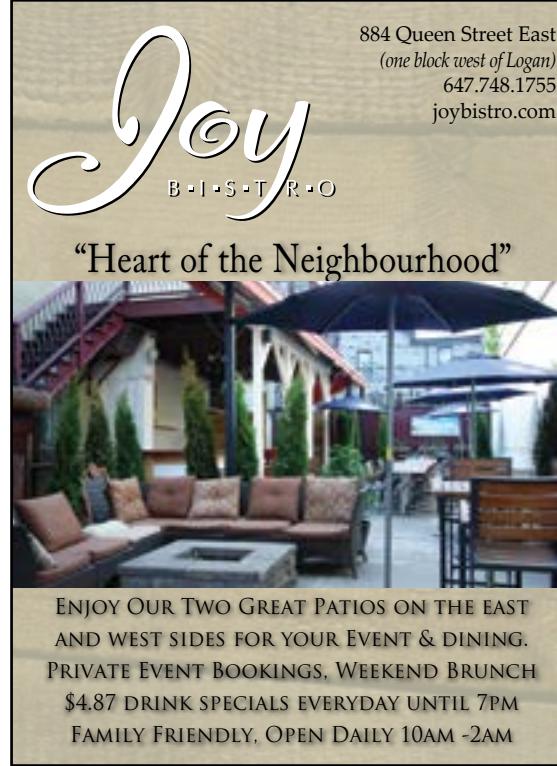
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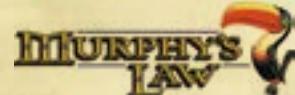
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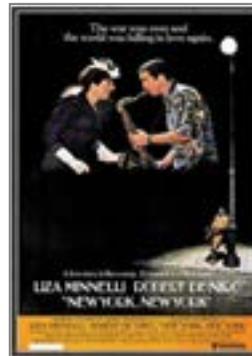
22
SELECTED RESTAURANTS

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Travel Around the World in 10 Movies



Summer is the most popular season to travel. These movies will take you and your family around the world in the comfort of your own living room. From the clubs of New York to Piccadilly Circus, the bright lights of Las Vegas to the deserts of India – there's no need to pack or apply for a passport. Sit back, put your trays in their upright positions and enjoy this great summer vacation.

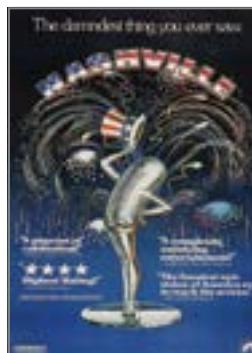


Casablanca (1942) Dir. Michael Curtiz; Humphrey Bogart, Ingrid Bergman, Paul Henreid, Claude Rains

An American in Paris (1951) Dir. Vincente Minnelli; Gene Kelly, Leslie Caron, Oscar Levant, Georges Guetary



Nashville (1975) Dir. Robert Altman; Keith Carradine, Karen Black, Ronee Blakley, Shelley Duvall



New York, New York (1977) Dir. Martin Scorsese; Liza Minnelli, Robert De Niro, Lionel Stander



An American Werewolf in London (1981) Dir. John Landis; David Naughton, Jenny Agutter, Joe Belcher, Griffin Dunne



Shanghai Calling (2012) Dir. Daniel Hsia; Le Geng, Daniel Henney, Sean Gallagher, Bill Paxton



A Passage to India (1984) Dir. David Lean; Judy Davis, Victor Banerjee, Peggy Ashcroft



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My Secret Beaches Spot



As I was walking towards the beach, I saw this fun park bench on the sidewalk. Even a dish for my dog to have a drink while I took a bit of a rest.
Carol T.

Do you recognize it?

Tell us where the Secret Beaches Spot photo was taken, and you could win a pair of movie passes to the Alliance Cinemas in the Beach.

Email your answer by July 10 to
info@beachesliving.ca.

Send us a photo of your Secret Beaches Spot with a brief description. If we use it you will receive a pair of movie passes to the Alliance Cinemas in the Beach.

Email your photo to: info@beachesliving.ca.



Congratulations to
Fran Carter – the winner of April's Secret Beaches Spot contest:

An art installation on one of the lifeguard stands in the Beaches Park at the bottom of Kew Gardens. This one was called "Sling Swing."

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Say No To Tech Talk

Summer is here – taking that personal time for all. A weekend away, a patio dinner with friends, enjoying your favourite easy-to-cook food, comfortable summer clothing, more daylight and fewer rules. To make all of this truly enjoyable, you need to Say No to Tech, put it down, put it away... your cell phone that is.

Here are some cellphone manners to follow when you are in public or with others:

Out With Friends

- Put your phone out of sight, so you don't keep looking who had texted or emailed you.
- Turn off the ringer. Unless you have life urgent matters, it can wait.
- Best if you can leave your phone in the car or somewhere not easily reachable. You are doing yourself good just to relax when it is unreachable. You are also doing good for your company as their time is just as important as yours. When others are giving their time to be with you, you should be honoured. Enjoy the personal time.

Alone In Public:

- When you are alone out in the public, make sure you move away from others when talking on the phone.
- Watch your language, body jesters and control your emotions.
- It's no one's business, no need to share your conversations – keep it private.

Turn it off. Shut it down. Put it out of sight.

Say Yes to Tech Talk

Summertime we all like to have lots of fun outdoors; playing, sitting on the patio and going for walks. It could mean less time to spend with people close to you, such as parents, grandparent, elderly friends, etc. Make sure you call them, let them hear your voice. Ensuring that they are ok and you have not forgotten about them. Also, letting them know that you are safe, giving them peace of mind.

When You Need To Call

- Checking in with elderly members at home or friends. Call them once a week or every two weeks. Let them know you are good and ask how their summer has been.
- If you live with someone; spouse, parents, house mate, roommate, and you are staying out late at night, call them. Let them know where you are and when to expect you home. They can go to bed with peace of mind.

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6 THINGS WE KNOW FOR SURE TO HELP REDUCE THE RISK...

Today, it is not uncommon for most of us knowing someone with the illness of cancer. It is encouraging to know that many types are more curable today than ever before.

Research and science studies from around the world, including the Canadian Cancer Society (founded in 1938), has made tremendous progress over the years. For example, the type of cancer that caused Terry Fox's death in 1977 is described as "very curable" today.

Better still, by applying the knowledge we know today about the affects of lifestyle on our bodies, more than half are preventable.

We all know how important it is to have good health. But instead of worrying about what might happen, it's better to acknowledge what we can control and how far researchers have come in helping us stay healthy.

Six things you can do to keep your body resilient

VISIT YOUR DOCTOR REGULARLY

Like many things in life, early detection is key to increase success. Early detection through routine screenings can be a life-saver for certain types of cancer before you have any symptoms.

DON'T SMOKE

There's no doubt. Smoking is responsible for 30% of cancer deaths. And breathing second hand smoke is pretty much the same as smoking yourself.

DAILY PHYSICAL ACTIVITY

30 minutes (minimum) of moderate to vigorous physical activity is what you need a day to make a difference. This could be walking, running, swimming, playing, cycling, climbing stairs, working out at the gym, your choice.



WATCH YOUR WEIGHT

Maintain a healthy weight because researchers know that obesity is a factor. So if the scales are sending you a message, reduce your intake of high calorie, high fat foods to keep your weight in check.

STAY OUT OF THE SUN

Protect your skin from the sun by using sunscreen, hats, long sleeves, etc.

DIET MATTERS

Eat 5 or more servings of a variety of vegetables and fruits each day. Choose whole grains over processed or refined grains and limit consumption of processed and red meats.

For more information, visit cancer.ca.

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bizprofile

A New Authority in Town to Keep Your Home Clean

The owners of The Cleaning Authority (Toronto East) are proud of what they've built since April 2013. After being in business just over 2 years, the company of two former bankers is now cleaning the homes of over 250 full time customers on a regular basis.

"My skills in banking management, sales and customer service turned out to be very transferable," says Kim O'Brien, who works in the business full time. "Apart from knowing how to manage a business, I also love meeting new clients. There's a real trust and integrity at stake when you're allowed into people's homes. And it is really nice making people happy."

O'Brien took early retirement as a senior manager at TD Bank and then searched for another career. Although she says, "cleaning was farthest from my mind," having experienced cleaning services in her own home for many years, she knew what worked for her. "The more I looked at The Cleaning Authority," she says, "the more impressed I was with the company and its focus on professionalism, and efficient, reliable, customer focused service."

She and Marcie Williamson opened the franchise just over two years ago and now employ 18 full time staff. Customers are located across Toronto's East End, including the Beaches, East York, Don Mills, Leslieville and Leaside. The company itself is US-based, which means all cleans and estimates are booked through a call centre staffed days and evenings.

"Our clients tend to be busy people," she says, "They have kids, dogs, or both, perhaps couples working full time." The one thing they have in common is a desire to spend their life doing something other than

cleaning. "They want to enjoy life, hire someone to clean their house, condo or apartment!"

Most customers are on a regular schedule, but the company also offers one-time-cleaning to get your home in shape, perhaps for a move, post renovation or if you are renting. The company also does some commercial cleaning for offices of clients.

All products are Green Seal approved, meaning they are safe for kids and pets. Clothes are microfibre, and equipment is brought to your place. "We use heap filter vacuums because they are known to be the most effective for removing allergens, says O'Brien, "rather than just moving the dust around."

One unique aspect of The Cleaning Authority that makes O'Brien and Williamson proud is the way in which employees are compensated. All staff receives a health and dental benefit plan and ways to build their career. Staff also are insured, bonded and covered by WSIB.

"It takes a special kind of person who gets satisfaction from the act of cleaning," O'Brien says, who handpicks staff. One requirement is that all staff must be good with pets. "We love dogs," she says, "and everyone we hire has to be good with pets."

O'Brien also meets every new customer and is part of the inspection after the first two visits. "We have a satisfaction guarantee," says Kim. "We continue to show up for 25% of all cleans to make sure everything is being done right. It's just the kind of company we are."

The Cleaning Authority (Toronto East)
torontoeast.thecleaningauthority.com

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Apricots					
Asian Veggies					
Asparagus					
Beans					
Beets					
Blueberries					
Broccoli					
Brussels Sprouts					
Cabbage					
Carrots					
Cauliflower					
Celery					
Cherries					
Corn					
Cranberries					
Cucumber					
Eggplant					
Garlic					
Gooseberries					
Grapes					
Leeks					
Lettuce					
Mushrooms					
Nectarines					
Onions					
Parsnips					
Peaches					
Pears					
Peas					
Peppers					
Plums					
Potatoes					
Radicchio					
Radishes					
Rapini					
Raspberries					
Rhubarb					
Rutabaga					
Spinach					
Sprouts					
Squash					
Strawberries					
Sweet Potatoes					
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Zucchini					

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May 12-Oct. 27

Fairmount Park
Farmers' Market
Upper Gerrard between
Coxwell & Woodbine
Wednesday, 3-7 pm
June 3-Oct. 21
farmountmarket.ca

Leslieville
Farmers' Market
Jonathan
Ashbridge Park
Sun., 9 am-2 pm
May 17-November 1
leslievillemarket.com

Withrow Park
Farmers' Market
725 Logan Ave
Sat., 9 am-1 pm
May 17-October 24
withrowpark.ca



WHAT'S YOUR STORY?

CUSTOMERS WANT TO KNOW!

In many cases, your business is about selling your story. Either personal or professional. How you started. Why you started. It connects you with your customers by letting them get to know you and your products.

The "story" of your business can be the most compelling reason why customers notice you and take interest in what you are selling. Don't be afraid to tell them why you set up your business in the first place, what motivates you every day, who inspires you and what you love about the community.

Part of telling your story is giving people a better idea of who you are outside of your business life.

There are many ways to tell your story these days. Pick the ones available to you and don't worry that the message isn't formal or polished. Your story should be in your voice, authentic and honest. Here are some places to consider "telling your story".

Blogs and articles

- A "letter" on a brochure that speaks directly to your customer
- Your bio on a website or in a pamphlet
- Share your favourite inspirational quote about business or life
- A bulletin board in your store with photos of family celebrations and special events
- Photos of you and other staff in your business, posted where customers can identify you and learn your names
- Instagram and twitter updates about things that are important to you.
- A display at your business that promotes a cause you support so others know what's important to you
- When introducing yourself, don't be afraid to talk about topics other than business

Have you read the latest Water Issue? Beaches Living Guide Spring/Summer 2015 edition

It tells the story of the lakes, rivers and creeks around us and beneath us.

If you have a related story, share it with us by email at info@beachessliving.ca

For eight consecutive years *Beaches Living Guide* wins the APEX AWARD for Publication Excellence!



Tanning's Long History is a "Classic" Tale

Owner of Classic Tan, Steve Williams, is celebrating 31 years in the tanning business, selling equipment, running salons, and being one of the country's experts in indoor tanning.

Classic Tan has been around since the 1980s. He's been involved in many aspects of the industry as a speaker and consultant to promote responsible tanning and keep the industry respected, and even assisted in writing industry bylaws.

Steve believes in the health benefits of tanning in addition to the benefits of relaxation and appearance. "My customers are health conscious," he says, "most want a tan, perhaps because they are going on vacation, but they want to get a tan in a controlled fashion."

The difference Williams offers is "high performance" equipment that reduces the burning rays and optimizes the tanning rays. "Our unique tanning beds," he explains, "are not like traditional tanning beds that give you what we describe as '11AM sunlight'. The SunSport/Chronos system emits 6 AM sunlight, which means high tanning power and low burning rays."

Then there's the benefit of Vitamin D. Each visit produces a whopping 10,000-20,000 IU's of natural vitamin D, which is known to help with a wide range of health conditions related to bone and teeth health.

Because of the nature of the equipment, Williams has customers from the Beaches area as well as all parts of the city. "Once they try our system they keep coming back," he observes.

There are 3 staff on site at Classic Tan. Each are Smart Tan certified in the administration of UV light and have advanced training in the equipment used at the salon. Classic Tan also offers infrared body wraps. Originally invented to manage the pain of rheumatoid arthritis, infrared body, infrared wraps are now known to help detoxify the body, reduce cellulite, increase metabolism and lose weight.

For those looking for that perfect tan right away, spray tans are administered in a personal spray booth with a formula mixed for your skin type and tan preference, "When you need a tan yesterday for a party tomorrow," says Williams, "spray tanning is the way to go." The formula, based on sugar cane extract, is organic, "It's so safe you could drink it," he adds, laughing.

There's lots of parking both in front and behind the salon, which adds to the relaxing experience. "We've always got introductory offers and incentives," says Williams.

Indoor tanning was first introduced in 1903 by a German scientist. The application of ultra violet light initially was directed at health concerns. With the advent of the industrial revolution, so many more people were working all day in factories instead of outdoors. Miners were getting sick because they spent their days underground. In response, UV light applied indoors by lamps became an effective way to address Vitamin D deficiencies.

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Descendant Pizza – 1168 Queen St. E.
Habiba – 1225 Queen St. E.

L'Arterie Art Gallery – 1576 Queen St. E.

Peppery Cat – 1953 Queen St. E.
RAWspace – 2186 Queen St. E.
Rowan Homespun Market/Apothecary – 2196 Queen St. E.
Savvi – 878 Kingston Rd.
Wave Deli – 1036 Kingston Rd.

Best wishes to Joe Cirone after 50 years! Cirone Grocery – 2312 Queen St. E.

Thank you and best wishes:

Baloochi Rugs – 2220A Queen St. E.
Olive & Olives – 779 Queen St. E.
On the Move (new location):
Align Therapeutics – 6 Park Ave. Unit C
Coquette Studios – 334 Kingston Rd.
Spectrum Gallery – 1976 Yonge St.

If you are opening a new business in the Beaches, moving, closing, or re-opening, let us know. We will add you to the list in our next Beaches|life magazine. Contact us at: info@beachesliving.ca or 416-690-4269.

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