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FALL/WINTER 2023 COMMUNITY LIFE IN WEST ROUGE



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From The Archives

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SPRING/SUMMER 2024 JANUARY 31, 2024

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West Rouge Life is published two times a year and delivered to every house in the community by volunteer West Rouge residents. We invite your letters and comments about material in this issue, or on any other matter of interest to West Rouge residents.

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This magazine is produced by community volunteers.

**ON
THE
COVER**

VOL.23 NO.2
FALL/WINTER
2023



Photo Credit:
Colin Winn
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The West Rouge Community Association is your neighbourhood residents' association. We are a group of volunteers who work to keep our community a safe, friendly, and beautiful place to live.

The West Rouge Community Association is an advocate for our community

- We help to ensure responsible development in our community
- We build connections with local politicians and government decision-makers
- We support community events and local teams in West Rouge
- We keep residents informed of community news, including publishing and delivering the West Rouge Life magazine
- We help to protect the environment and natural beauty of West Rouge

Support the West Rouge Community Association by becoming a member today!

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Becoming a member is easy. There are two ways to join:

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We always welcome new volunteers, please visit our website to contact us!



WRCA Annual Membership Form

Complete this form and mail or deliver to the West Rouge Community Centre
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Name: _____

Address: _____

Email: _____

President's Message

Reza Khoshdel



Please feel free to contact me:
reza.khoshdel01@gmail.com

As the gentle caress of summer's warmth begins to wane, we stand at the threshold of another enchanting transition - the arrival of fall. Undoubtedly, the beauty of our West Rouge neighbourhood truly comes out during this time of year, offering ample opportunity to enjoy what our community has to offer, and fostering a deep sense of belonging and connection.

I am incredibly thankful for living in this wonderful community, not only for its natural beauty, but more importantly, for the people that make it home. I hope that the fall and winter seasons will present us with many opportunities to come together as we strive to strengthen our sense of community. The mutual respect, kindness, and sense of pride are what makes our community unique, and why I am so grateful to call West Rouge home.

I would like to extend my gratitude to the dedicated group of volunteers, including our Area Coordinators and Street Captains, as well as our Board of Directors, for working tirelessly in making West Rouge one of the best communities to call home. Their work has paid off, as we have been able to continually increase our membership footprint in the neighbourhood. This achievement is a testament to the importance of our volunteers.

There are also a few important projects that I want to mention. First, the long awaited Port Union Road Widening Project (from Island Road to Lawrence Avenue East) is finally underway. Improvements that will be made during this project include: widening Port Union Road to

create a new northbound vehicle lane, installation of raised cycle tracks, and continuous sidewalks on both sides of the street. To improve road safety, new centre-turn lanes will be placed at select locations, and curb extensions with raised pedestrian crossings will be added at side streets. Work is currently focused on the road reconstruction from Island Road to Lawson Road as part of Phase 1, which runs from July 10, 2023 to June 2024, weather permitting.

The second exciting update coming soon to our community are three new distinct West Rouge welcome signs that will be placed throughout the neighbourhood. The first will be located on the southeast corner of Island Road and Port Union Road, the second will be a West Rouge branded letter board sign at Kirkdene Park and the third will be a large stone located on the southeast corner of Lawrence Avenue and Port Union Road. These new signs will create a positive and lasting first impression, conveying a sense of warmth and belonging - for both residents and visitors. Installation of all three signs should be complete by the end of 2023.

As a growing and evolving organization, we are always looking for additional volunteers, so if you are interested in giving back to our community, please do not hesitate to contact me at reza.khoshdel01@gmail.com to discuss the many ways that you can get involved. Whether you are able to commit a little or a lot of your time, we can find a role that suits you.

In the meantime, stay happy, stay safe and stay well!



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Vijay Thanigasalam

MPP Scarborough–Rouge Park



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DEAR RESIDENTS OF WEST ROUGE

I hope you and your families have enjoyed the summer! I always enjoy spending time in the community with you all, especially as West Rouge is such a great place to spend quality time during the summer. I have met with countless constituents, and I am excited to bring your feedback with me to Queen's Park!

OUR COMMUNITY BBQ

Thank you to everyone who joined me at our Community BBQ at Canmore Park. I am so grateful to everyone who came out to speak with my team. I want to especially thank the amazing volunteers who made the entire event possible.

We had delicious hamburgers, hotdogs, donuts and ice cream, and the kids enjoyed the fun activities that brought us all together. There is nothing more important to me than spending time in the community, catching up with you and hearing about your questions, concerns, and priorities. It was truly a great celebration of the Scarborough spirit!

ONTARIO'S PLAN TO BOOST MATH, WRITING, AND READING SKILLS

As students return back to school, I am proud that our government is bringing the school curriculum back to the basics. Recent EQAO data has shown that Ontario students, like those in other provinces and countries, require additional support to build foundational literacy and math skills. That is why the government has announced its recent plan to boost these skills by investing more than \$180 million in targeted support for students in the classroom and at home.

In order to boost math skills, the government is investing \$71 million in 2023-24 which will:

- Hire over 380 new math educators.
- Double the number of school math coaches in classrooms.
- Expand live-teacher-led virtual tutoring and digital math tools that can be accessed anytime.
- Enhance skills of new teachers by covering costs to upskill in math.

In order to strengthen literacy skills, the government is investing \$109 million in 2023-24, the largest investment in Canada dedicated to supporting literacy development. This funding will:

- Support the largest reading screening initiative to identify challenges early.
- Hire over 690 literacy-educators.

This plan will prioritize foundational subjects such as reading and math to ensure our students can be prepared to succeed.

I look forward to continuing our work and meeting with you all again soon. If you have any questions or concerns, please reach out to our office at 8130 Sheppard Ave. East Unit 105, by email at vijay.thanigasalam@pc.ola.org, or give us a call at 416-283-8448.

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From the Publisher

Rose Morra



Please feel free to contact me:
WRLpublisher@gmail.com

It's fall, one of my favorite time of the year. Don't get me wrong, I do love summer, and all it brings to our community. There have been so many events, such as: the 36th annual Highland Creek Heritage Festival, the 14th annual Port Union Waterfront Festival, with great entertainment, activities for the whole family, and more, our West Rouge Sports and Rec's outdoor family movie and games night, and the July line up of concerts at the Port Union Community Center. Looking ahead, the Fall/Winter events are on their way. These events are so enjoyable, but best of all, it's the tremendous amount of community spirit and volunteer participation that goes into all the events, to help make them happen.

A big thank you to all the community volunteers; I cannot stress enough how important and appreciated you all are!

Switching gears, I think most of the community may have noticed the road improvements happening on Port Union Road. Although inconvenient, this is an improvement towards the betterment of our busy thoroughfares. Let's all be patient as we support the workers who are improving the roads.

Let's get back to talking about our dedicated volunteers, the backbone to this great community-

the individuals who choose to give their time and energy to making West Rouge a welcoming and positive place to be. We recognize our WRCA board members, street captains, and the editor of the magazine, who take the time to deliver West Rouge Life to your door twice per year. It's no small effort to support this fabulous community!

If you have a flare for writing, the WRL is always looking for keen and creative writers to contribute an article, or if you are interested in volunteering for community events, please reach out to WRLpublisher@gmail.com and check out our www.westrouge.org website.

Wishing you and your family the warmest regards for the fall/winter season. See you in 2024!

Yours,

Rose
WRL Publisher



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COMMUNITY ASSOCIATION



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IT WAS A GREAT SUMMER IN SCARBOROUGH ROUGE PARK!

Dear Neighbours,

I hope everyone had a safe and relaxing summer with family and friends. I enjoyed having the opportunity to spend more time in Scarborough—Rouge Park after a busy start to the year serving the larger city. I had a terrific time at the Toronto Caribbean Carnival, Tamil fest and the many festivals held by community associations throughout the summer. I would also like to thank those who attended our Environment Days event at the Rouge Hill Go Station and Malvern Community Centre this summer. I hope everyone is settling into the back-to-school season nicely.

AUTOMATED SPEED ENFORCEMENT CAMERA REPORT

With the fall season comes an increase in school zone traffic, pedestrians and cyclists. In July, researchers from The Hospital for Sick Children and Toronto Metropolitan University released a study analyzing data from January 2020 to December 2022 at 204 Automated Speed Enforcement (ASE) Camera locations. ASE Devices are placed in Community Safety Zones to increase safety in areas with schools and other community spaces. The study found that when the ASE devices were operational, the number of people speeding dropped significantly, resulting in an overall 45% reduction in speeding.

On average, vehicle speeds in different speed limit zones decreased by approximately seven km/h when the devices were active. The study also revealed that excessive speeding (driving over 20 km/h above the speed limit) was reduced by 87% after implementing the ASE devices.

The full report and additional information about the program can be found on the City of Toronto's website at toronto.ca/ase.

PARK OPENINGS IN SCARBOROUGH—ROUGE PARK

The City of Toronto upgraded many of the parks in Scarborough—Rouge Park over the summer. In June, I had the pleasure of opening the brand-new Beare Hill Park (8145 Finch Avenue East). The City of Toronto worked to convert the closed landfill into a beautiful new greenspace for residents in Scarborough to enjoy. The park is now home to rich, natural forest, meadow and wetland habitats used by wildlife, including four species at risk. It's worth the hike up the hill for the beautiful view of our community.

Over the summer, City of Toronto staff were busy improving Bill Hancox Park (101 Bridgeport Drive E), which should be opened in time for this publication. Make sure to check out the new playground amenities, as well as new woodchip playground surfacing, accessibility ramp and new seating. Thank you to all the residents who completed our survey to shape the new design of the park.

PORT UNION CONSTRUCTION UNDERWAY

Construction has started on Port Union Road between Island Road and Lawson Road. The improvements to the road include widening Port Union Road to create a new northbound vehicle lane and installing raised cycle tracks and continuous sidewalks on both sides of the street. New centre-turn lanes will be placed at select locations, and curb extensions with raised pedestrian crossings will be added at side streets to improve road safety. This first phase of improvements is set to be completed in June 2024, with the full set of improvements scheduled for completion by



Thank you to all the partners that worked together to open the new Beare Hill park, including the City of Toronto, Toronto and Region Conservation Authority and Friends of the Rouge.

December 2024. More information on the progress of the Port Union Road improvements can be found at toronto.ca/portunion or by emailing PortUnion@toronto.ca.

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To assist with municipal issues, to stay up to date on local projects, and/or receive my newsletter, please e-mail councillor_mckelvie@toronto.ca. You can also follow me on social media [@McKelvieTO](https://twitter.com/McKelvieTO).



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Gary Anandasangaree

MP Scarborough-Rouge Park



3600 Ellesmere Rd, Unit 3, Scarborough, ON
416.283.1414 • gary.anand@parl.gc.ca

Dear West Rouge,

I hope everyone had a fun and relaxing summer with family and friends. It was a pleasure to reconnect with many of you at neighbourhood festivals, local celebrations, and at our 2023 Community BBQ.

APPOINTMENT AS MINISTER OF CROWN-INDIGENOUS RELATIONS

On July 26, I was humbled and honoured to be asked by Prime Minister Justin Trudeau to serve as the Minister of Crown-Indigenous Relations.

As a former human rights lawyer and past Parliamentary Secretary to this role, I know that true reconciliation can only happen in partnership with Indigenous Peoples and with a sincere desire to address historical wrongs and protect the rights of First Nations, Métis, and Inuit.

Some priorities include supporting communities as they uncover unmarked graves and burial sites at residential schools, working with Indigenous communities as they move away from the Indian Act and transition to self-government, and fully implementing the UN Declaration on the Rights of Indigenous Peoples into law.

In the days ahead, I will work tirelessly to advance reconciliation and to meet the goals of my Mandate Letter. I am grateful for the love and support of my family, the dedication of my incredible staff and volunteers, and the residents of Scarborough—Rouge Park. This is the result of all your hard work and continued support.

ENHANCING THE ROUGE NATIONAL URBAN PARK

I am pleased to announce the re-opening of the revitalized Twyn Rivers Day Use Area in the Rouge

National Urban Park. After a year of construction, and \$2.6 million in federal funding, the site is now open with greatly improved visitor facilities and park infrastructure, including:

- Improvements to existing trails and a new accessible trail section.
- Two new pedestrian bridges over the Little Rouge Creek.
- An enhanced recreation area with gardens, change tables, picnic tables, solar lights, green space, and a year-round accessible washroom.
- A newly expanded parking area with 83 parking spaces.

Trail improvements will also guide visitors from different trails to a single crosswalk on Twyn Rivers Drive, where the City of Toronto will soon install a pedestrian crosswalk light. I encourage you to check out the Twyn Rivers Day Use Area the next time you visit!

COMMUNITY BBQ — THANK YOU!

Our annual Community BBQ was a great success thanks to the turnout and enthusiasm of residents from every corner of Scarborough—Rouge Park. With over 1,500 guests, it was terrific to see many familiar and new faces as we enjoyed delicious BBQ and even better conversations. We were fortunate to have the support of small businesses and organizations, including delicious ice cream from Bliss Stations, activities by TIRF Rugby and the Ontario Basketball Association, and exhibits by the Toronto Zoo and the Malvern Family Resource Centre, just to name a few.

I also want to sincerely thank our amazing volunteers! These words are never enough, but they are always worth saying—our event would not have been possible without your hard work and unwavering commitment.

GARY ANANDASANGAREE, MP

SCARBOROUGH—ROUGE PARK



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GARY.ANAND@PARL.GC.CA



CONNECT WITH US

As we mark the end of summer, I want to wish everyone the best as they return to school, work, or take on new endeavours in the fall.

My team and I are always happy to hear your thoughts, answer any questions, and assist you with any federal matters you may have. I encourage you to contact my office at 416-283-1414 or Gary.Anand@parl.gc.ca.

MP Gary Anandasangaree being sworn in as the Minister of Crown Indigenous Relations at Rideau Hall on July 26, 2023.



Anu Sriskandarajah

TDSB School Trustee - Ward 22,
Scarborough-Rouge Park



Please feel free to contact me:

416.395.8787 • anu.sriskandarajah@tdsb.on.ca

WELCOME BACK!

Welcome back students, staff, and caregivers! I am looking forward to another wonderful year, and wishing you all great success.

SCHOOL YEAR CALENDAR

For a full list of key dates for the upcoming school year, please visit the TDSB's School Year Calendar web page. <https://www.tdsb.on.ca/About-Us/School-Year-Calendar>

NEW ARTS-FOCUSED HIGH SCHOOL CENTRAL STUDENT INTEREST PROGRAM COMING TO SCARBOROUGH!

After 5 years of tireless advocacy, I am proud to share that we have been successful in getting a new arts-focused high school central student interest program in Scarborough. After years of articulating the reality that Scarborough continues to be underserved compared to other parts of the city, a new program will be opened at Woburn CI. The program will be open to all residents, not just those within the catchment area. Woburn was chosen as the site for the program for several reasons including: being relatively central, having space, and geographic accessibility, acting as another option for students that would have to travel to Wexford CI (the only other arts focused central student interest program in Scarborough).

The new Arts programs will be implemented for Grade 9 in September of 2024. As part of the Secondary Program Review, access to Student Interest Programs in the Arts was identified as a gap. The Arts program would begin with two classes of Grade 9 in September 2024, and expand each year to be fully phased in by 2027.

The following guiding principles were used to develop the program:

- Strong inclusion of digital arts in the program (film / design / production);
- Involvement of community partnerships;
- Building connections and pathways to entry in Arts-related industries; and
- Focus on student generated content and the creative process.

The project will involve improvements to the school which will come from existing budgets such as the School Condition Improvement (SCI) and Renewal. The facility improvements will begin during the 2023-24 school year to allow the spaces to be ready for September 2024. The facility improvements will be coordinated with the principal so that school operations, student learning, and student activities are not adversely affected. In addition to facility improvements, an investment in Arts-related equipment is required to ensure that the school is prepared to offer the quality of programming required in a Central Student Interest Program. The school will also receive a one-time enhancement to their school budgets to purchase needed equipment.

DIGITAL MATH TOOLS AT THE TDSB

The Mathematics Department continues to implement district-wide access to various math tools to improve student math performance. The tools align with the Ontario math curriculum and support students in building foundational math skills and proficiency. These digital tools support the math strategy by ensuring opportunities for high-quality math support is available within and outside of the classroom.

- Brainiaccamp (available system-wide): Brainiaccamp is a suite of 17 powerful virtual math manipulatives for K-12 students and staff. Through Brainiaccamp, students and teachers can

share ideas between devices in real-time, and teachers can access dozens of pre-designed activities to strengthen students' conceptual understanding.

- Knowledgehook (available system-wide): Knowledgehook is a digital math tool available for teachers to engage students in grades 3-10 in learning mathematical concepts, checks for understanding, and provides educators with instant insights into students' understanding of concepts. Additional tools include misconception charts and intervention materials for students.
- MathUP (459 English and 20 French MathUP Classroom K-8 licences and 195 MathUP Grade 9 licences): MathUP is a professional learning resource that contains comprehensive student materials that are fully aligned to

the Grades 1-8 (2020) and Grade 9 destreamed (2021) math curricula and supports differentiated instructional practices to promote greater inclusion in math classrooms.

TDSB TO DEVELOP STRATEGY TO ADDRESS ISLAMOPHOBIA

In the Spring TDSB Trustees unanimously voted to develop and implement a system-wide strategy to address Islamophobia. The creation of this new strategy will build on the work of the broader TDSB Anti-Hate and Anti-Racism Strategy, which addresses all forms of racism, hate and discrimination. Learn More at <https://www.tdsb.on.ca/home/ctl/Details/mid/43823/itemId/107>



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FALL/WINTER 2023 COMMUNITY LIFE IN WEST ROUGE

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Encounters With Coyotes



By Bob Hester | Photo: Paul James

We see many animals in our backyard at the edge of the Rouge National Urban Park: Gray Squirrel, Red Squirrel, Eastern Chipmunk, Raccoon, Red Fox, Virginia Opossum, Eastern Cottontail, Woodchuck (Groundhog) and White - tailed Deer. There are many species of mole, shrew, vole and mouse that we hardly ever see, but the animal that we look forward to seeing the most is the Coyote.

The Coyote is native to North America. Prior to 1900, its range in Ontario was restricted to the northwest, but over the next 50 years, it spread east and now occupies all of central and southern Ontario.

Over the years, our family has had many encounters with Coyotes in West Rouge.

One day, as I was walking along Lawrence Avenue, a Coyote emerged from the area of the pumping station, crossed the road and traversed the fence on the south side. Watching the smoothness with which the animal got over the fence was like watching water pour out of a glass.

Many times, single animals pass through our backyard on their daily rounds looking for food or patrolling their territory. The snow is often marks their tracks. Sometimes they leave presents for us.

There are many nights when we are serenaded by the calls of one or several Coyotes from the valley below.

Years ago, our son Cameron was coming home in the evening after dark. As he got out of the car, several Coyotes came around the side of our house, crossed our front lawn and headed down the street. Another time, in winter, Cameron was walking along a narrow winding trail through the cattails in the marsh on his way to an open area where he played hockey, when he came face to face with a Coyote coming towards him. They looked at each other for a second before the Coyote fled back the way it had come.

My wife Lynne was walking the dog we had at the time, a Bichon, through the walkway from Rouge

Hills Drive to the schoolyard, when she saw what she thought was a dog coming toward her. She picked up our dog, and the Coyote trotted past as if she wasn't there. It was so close she could have touched it. She didn't.

Early one winter, I saw two Coyotes in our backyard. One was healthy. The other was badly infected with mange, a skin infection that results in hair loss. It is unlikely that animal survived the winter without its full coat of fur.

These have all been amazing encounters with an intriguing animal. Coyotes are part of our urban landscape, and their presence can be enjoyed if we are cautious and aware and follow some basic rules.

- Never feed Coyotes, on purpose or inadvertently. This includes not feeding pets outdoors, or managing garbage and organics poorly.
- Clean up seeds that have fallen from a bird feeder. The seeds on the ground attract small animals that in turn will attract Coyotes.
- Keep dogs on a leash and cats indoors; both are possible prey for a Coyote.
- Spring is the time when Coyotes have young that they protect, so be aware when walking in an area that may be close to a den, and DO NOT approach a Coyote, its den or its young.
- If you encounter a Coyote, do not run away, make noise to scare it and back away slowly. Running away may make you look like prey.
- If you encounter a Coyote behaving strangely (approaching dogs or people, limping or staggering, acting confused), or appearing injured or sick, do not approach it and call 311.

There are many websites that you can access that will give you lots of information on Coyotes.

Coyotes are part of our natural environment in Toronto. They have an important role in the local ecosystem. Follow some basic rules and we can live together in harmony.

Crime Prevention & Safety



By Police Constable Leanna Gill

LOCK IT OR LOSE IT

The Ontario Association of Chiefs of Police (OACP) began the “Lock It or Lose It” campaign well over a decade ago, and Police Services continues to host blitz campaigns annually during the winter holiday shopping season. The Lock It or Lose It campaign tries to make vehicle owners and drivers aware of some simple precautions to protect their vehicles and valuables from theft.

Officers attend parking lots and shopping centres to complete a safety audit on vehicles. Below is an example of what officers are looking for when completing the inspection.

CONDITION OF YOUR VEHICLE AT THE TIME OF OUR CRIME PREVENTION INSPECTION:

- vehicle unlocked
- vehicle unlocked with keys in view
- window(s) open
- valuables in plain view

VEHICLE LOCKED, KEYS REMOVED, WINDOWS CLOSED, VALUABLES OUT OF SIGHT - Congratulations!

If you observe an audit card on your vehicle, please do not be alarmed. This card offers insight on what officers observed when assessing your vehicle to help prevent a potential crime. The card also offers additional tips to protect your vehicle and property. This inspection card is a complimentary audit for the driver and/or occupants of the vehicle and not recorded in any database.

Success of the campaign during the winter holiday season has led to the initiative implementation throughout the year. Officers often team up with the Toronto Community Housing Corporation and condominium managers to complete audits in underground parking garages or other areas identified of having an increase in auto crimes.

According to the Ontario Association of Chiefs of Police (OACP), the top 10 things people look for when breaking into or stealing a car are:

- Vehicle left running
- Unlocked door or trunk
- Bags of any sort (especially shopping bags around Christmas/winter holidays)
- Visible Electronics
- Phone Chargers are showing
- Loose Change in view
- Sunglasses
- Tools
- Watches or other jewellery
- Easy access to the trunk from the vehicle cab

Some items that you may not find overly valuable can be valuable to others. It is a good practice to keep all items out of plain view. Store your items in the trunk, and/or compartments within the vehicle if possible. It is helpful to be aware of what items are trending and popular, as thieves may look for these to steal and then sell for a cash profit.

Some additional tips to assist in protecting your property include:

- Always park in well-lit areas
- Keep your vehicle registration certificate and proof of insurance on you
- Take electronics, including your cell phone, with you
- Don't leave your car running unattended (This is particularly common in the colder months when warming up your vehicle)

Thieves are often looking for an easy target when committing a crime and attempt to do so covertly without witnesses. Taking away the easy opportunity helps to put you in a position where the thief would not want to risk the chance of an arrest.

- If you believe a crime was committed, have information on a crime that was committed or observe suspicious activity, please contact police. Some of the ways to contact police include:

- In the event of an emergency, please call 911. Less urgent matters, please contact the non-emergency number at 416-808-2222.
- If your crime meets the criteria, it can be reported online at <https://www.tps.ca/services/online-reporting/>
- If you wish to remain anonymous, please go to www.222tips.com, call 416-222-TIPS (8477), online on our Facebook “Leave a Tip” page, or text TOR and message to CRIMES (274637). Lastly, you can download the free Crime Stoppers Mobile App on iTunes or Google Play.

Follow me on my social media platforms for more Crime Prevention sharing and tips.

Twitter & Instagram: @laxcopTPS
Facebook: PC Leanna Gill

Stay safe,

Police Constable Leanna Gill #10688
43 Division – Crime Prevention Officer
Toronto Police Service



WE ARE VOLUNTEERS who take time out of our day to make life in West Rouge better for everyone in the community.

OUR PRINCIPAL FUNCTIONS ARE:

- to distribute information of interest to the community,
- to promote and encourage participation in civic and community life, and
- to monitor and act on those issues before our governments of concern to residents.

The West Rouge Community Association relies on your support. Please contact your street captain or any WRCA Board member to learn more and to become a member!



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From The Archives

West Rouge Community Flyer, Fall 1987

WEST ROUGE



COMMUNITY ASSOCIATION

The corner of East Avenue and Island Road has evolved over the years.

Here's an excerpt from the Fall 1987 edition of the West Rouge Community Flyer by publisher Vicki Armstrong and by WRCA president Neil Papineau.

PHIL'S ROUGE HILL BOWL

I'm sure residents are aware of the renovations at Phil's Rouge Hill Bowling Lanes in the West Rouge plaza. The interior of the bowling alley has been refurbished and alterations made to include a liquor lounge. The owner/operator, Mr Phil Pollack, has applied to the Liquor Control Board for a dining lounge licence (a dining lounge licence enables minors to have the use of the bowling alley.)

There will be a public meeting at the LCBO Head Office at 10:00 a.m., Tuesday, October 6, 1987, which is located at 55 Lakeshore Blvd. East, second floor. Anyone wishing to oppose the bowling alley having a liquor licence should attend this meeting and voice their opinion.

A sign will be displayed publicly at the bowling alley for 30 days prior to the public meeting, advising of the application for a liquor licence.

If further information is required, call the Liquor Control Board at 965-4691.

"CLUB 404"

I wonder how many residents have noticed the name displayed in the West Rouge Plaza "Club 404 – The Alternatives."

After a thorough investigation, I have uncovered the facts on Club 404. The following information has been received from Mr Hardman of Newmarket and Mr House of Whitby.

Club 404 is a franchised dance club for teens and will be operated by Mr Paul House. It is located in the basement of the plaza, which was originally a banquet hall. The club is to have strict supervision to ensure all rules and regulations are obeyed.

- Hours of Operation – Friday and Saturday nights, 7:00 p.m. to midnight during school months
- Admission Fee – \$5.00 with membership
- Music – Disc Jockey
- Snack Bar – No alcohol or tobacco
- Opening Date – Mid-September

Advertisements will appear in the Scarborough Mirror.

I hope the above information will be helpful to both teens and their parents.

Vicki Armstrong

PIONEER GAS STATION Island Road and East Avenue

The Pioneer Gas Station is under renovation again. Jim Bissessar, the owner, informs us that they are building and renovating two service bays and two stores. The property will be paved and landscaped with trees and bushes. Completion date is set for mid-October 1987. The service bays and stores are available for leasing.

Neil Papineau



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Introduction to Minor Hockey for West Rouge

By Greg Blazina



As the frosty winds of winter approach, it's time for young athletes in West Rouge to lace up their skates and embrace the exhilarating world of ice hockey. While many kids who journey through minor Hockey lead to different associations and levels, countless members of the West Rouge community begin in Hawks Next, a program offered by the West Hill Minor Hockey Association for young boys and girls who are just learning to play.

Minor Hockey proudly stands as a beacon of camaraderie, skill-building, and sportsmanship within communities across Canada. If you're eager to delve into this exciting sport, look no further than Hawks Nest, the ideal starting point for your journey on the ice, and, it's not too late, many kids join halfway through the season.

West Hill Minor Hockey has long been a driving force in fostering a love for hockey among youngsters. With a rich history spanning six decades, the association has continuously evolved to provide a top-notch hockey experience for players of all ages and skill levels. From learn-to-skate programs for the littlest ones, to

competitive leagues for aspiring athletes, WHMHA has carved a niche as a cornerstone of the West Hill community.

If parents are not sure if their son or daughter is ready for hockey, learn to play programs offered by City of Toronto or West Hill are a perfect way to test the (frozen) waters. If the information you find online doesn't answer all of your questions, ask a neighbour with older kids to point you in the right direction; you will find many look for an opportunity to share what they have learned along the way. Your fellow parents in the community serve as a comprehensive resource. Whether you're a rookie looking to take your first strides on the ice, or a seasoned player aiming to elevate your game, the hockey community is a wonderful and welcoming community.

So, if you're ready to embrace the thrill of hockey, forge lasting friendships, embrace the spirit of teamwork and become a part of the community, bring your own skates and help develop the next generation of players. If you're going to be at the rink anyway, you'll find stepping in the ice is a great way to spend time with your kids.

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The Zoo Report

When did you last visit the Toronto Zoo?



By Amy Naylor, Media Relations Coordinator, Toronto Zoo

Hello friends in West Rouge! If you've been to your Toronto Zoo recently, you may have noticed some of the programs on site to help reduce the amount of waste accumulated each day. Perhaps you've met "Oscar", an electronic waste sorting system that uses scanners and artificial intelligence to help guests determine how each waste item should be sorted. Our Plastics Pathway walk leads guests through the Zoo with stops that highlight the problems with plastics, as well as the positive ways it can be reused in products like asphalt for shingles and roadways.

At your Toronto Zoo, we are always working to identify and minimize the impact of Zoo operations on the natural world, ensuring a future where wildlife and wild spaces thrive. In partnership with food service provider Compass Group Canada, we have launched a new reusable packaging program called "Friendlier" for those purchasing food on site, designed to reduce the environmental impact of single-use plastics.

"Friendlier" packaging is a sturdy plastic container made using 24% less GHGs, offering a full-circle packaging process, with meals served in reusable containers versus traditional use and dispose items. We hope this unique perspective will encourage guests to join in the effort to reduce waste and become more environmentally conscious. With over 131,000 meals served at your Toronto Zoo each year, the potential impact of this change is significant!

This initiative supports your Toronto Zoo's TZNet0 environmental sustainability commitment and our ongoing wildlife conservation efforts, as well as Compass Group Canada's Planet Promise to achieve Net Zero Greenhouse Gas (GHC) emissions globally by 2050. This partnership is a great example of working towards our 2027 Net Zero goal of 100% waste diversion.

Guests will see customized "Friendlier" signage to highlight the partnership, in addition to educational materials that share the full-circle journey with guests – from initial use to pick-up by the "Friendlier" team, cleaning, sanitizing, and redeployment into the market.

The use of "Friendlier" containers requires a \$0.50 deposit, with guests having the option to receive their deposit refund back through the Friendlier mobile app or donate their deposit to the Toronto Zoo Wildlife Conservancy to support wildlife and the well-being of animals.

"Friendlier", a Canadian, female-founded business, has been in the market since 2020. The company started by launching its circular reusable packaging offering from a handful of restaurants in the Guelph area, now working with large-scale operations throughout the GTA. Their containers were designed to be re-used safely, resulting in a significant decrease in the use of single-serve products within the food service and take-out environments. With the launch of "Friendlier" circular reusable packaging, visitors to the Toronto Zoo can enjoy their food while knowing they are contributing to a more sustainable future.

Thank you for your ongoing support as we work towards our goal of 100% waste diversion by 2027! I look forward to crossing paths with you (maybe along the Plastic Pathway!) this fall at your Toronto Zoo.



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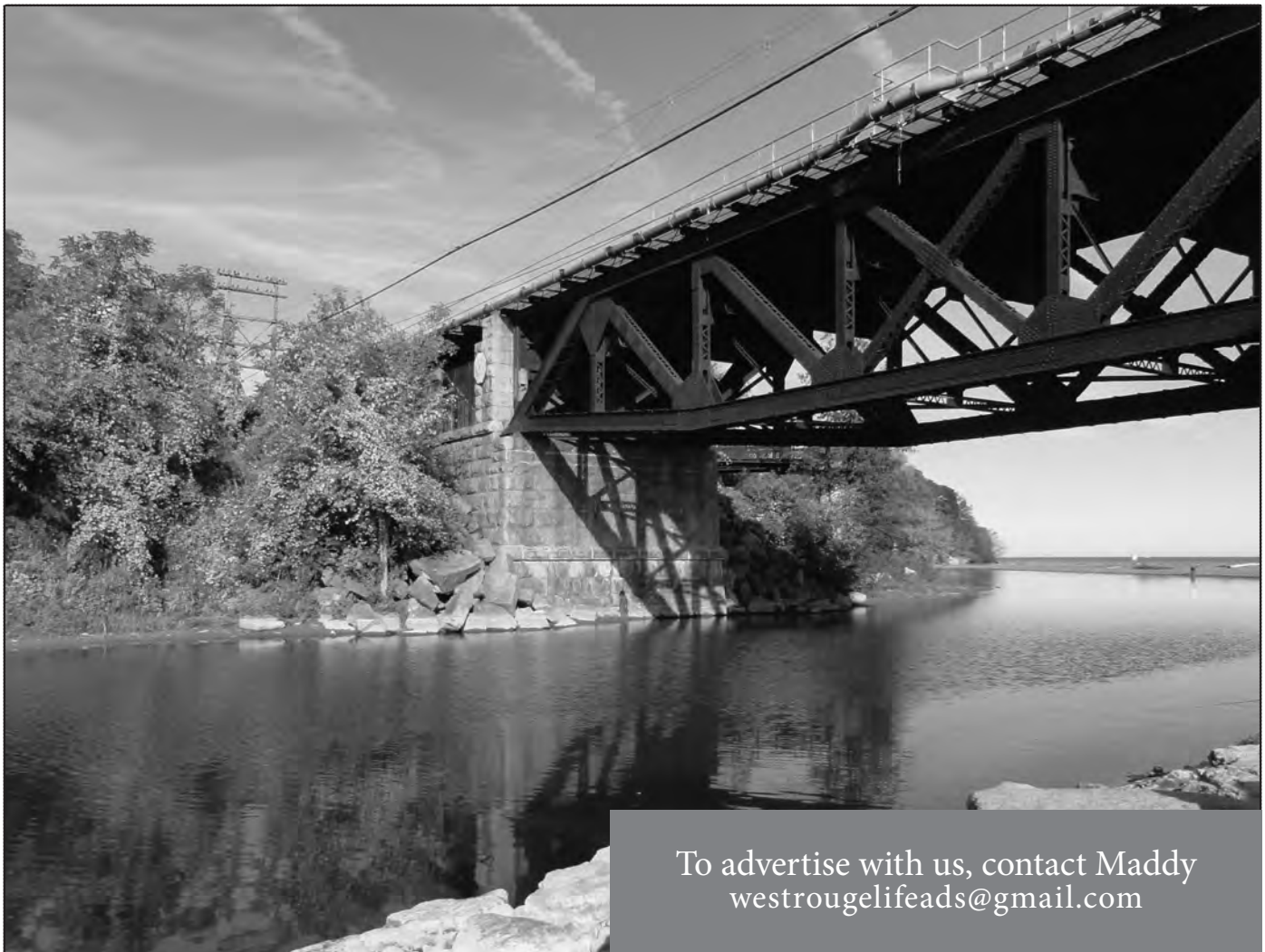


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Membership Report



By Larry Whatmore, Membership Director, WRCA

THANK YOU TO ALL OUR MEMBERS FOR JOINING WRCA THIS YEAR!

There's a spring in our step once again. Our outdoor events are back. Our indoor events are back. It's a good feeling.

Thank you for supporting WRCA again this year. Your financial support has enabled us to be a catalyst for the resumption of community life.

- The **Port Union Waterfront Festival** returned in June. This is always one of the most high-profile and well-attended events in our community's annual calendar.
- The **Summer Concert Series** returned to Port Union Community Centre in July and played to engaged and appreciative audiences.

Both events were sponsored by WRCA and by our neighbouring community associations.

This is all made possible by you! Your \$15 membership fee, multiplied hundreds of times over, creates meaningful impact. Thank you for doing your part to bring a level of pre-COVID vibrancy back to West Rouge.

Remember ... all of these events are organized by engaged and passionate community volunteers, not by any level of government. How fortunate we are to live in a place where our fellow residents care so deeply about our community.

HAVEN'T JOINED YET THIS YEAR? USE PAYPAL

Joining is fast and easy through PayPal, which is front-and-centre on our website at www.westrouge.org. And you don't need a PayPal account to use it.

We invite you to do your part to keep West Rouge a great place to live and play.

WELCOME TO OUR NEWEST STREET CAPTAIN!

Welcome to Lucy Wang, who is taking over from Carol Huntley-Romanowicz on part of Milldock Drive. And my thanks to Carol, not only for recruiting Lucy, but for mentoring her during the spring membership season. A truly seamless handoff!

THANK YOU TO ALL OF OUR STREET CAPTAINS FOR YOUR SERVICE THIS YEAR.

Thank you to the 74 (wow!) street captains and community

members who allowed us to post a "Become a Member" lawn sign once again this year. They make a real difference to the success of our membership campaign.

And many thanks to our street captains who resumed canvassing this year, including those who found a way to do canvassing-by-invitation, by inserting personalized letters with the spring edition of West Rouge Life. Our goal is to invite engagement by all community members and this is an innovative way of doing so without being intrusive.

CONGRATULATIONS TO OUR ONTARIO VOLUNTEER SERVICE AWARD RECIPIENTS!

For many years, the Ontario Honours and Awards Secretariat of the Ministry of Citizenship has recognized volunteers across Ontario for distinguished service to a single organization over many years.

This year, WRCA is honoured to recognize six exceptional volunteers who have provided dedicated service to our community:

Margaret Granger, street captain for 20+ years
 Diana O'Connor, street captain for 20+ years
 Glenna Giuditti, street captain for 10+ years
 Melita Sjouwerman, street captain for 10+ years
 Kathi Loughran, board member for 5+ years (and our past president)
 Greg Long, board member for 5 years (also with Charlottetown Child Care Centre)

The recognition event was held in person this year for the first time since COVID. It was wonderful to be able to congratulate our award recipients in person once again.

WE'LL HAVE SOME STREET CAPTAIN VACANCIES AFTER THIS FALL ... CARE TO JOIN US?

Please let me know. We have almost 100 local volunteers who deliver West Rouge Life twice a year and, in many cases, canvass for memberships. Call me. I'd be happy to chat on a "no obligation" basis!

Larry Whatmore
 Membership Director
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West Rouge Sports & Recreation Association



By Louise Redgers Bonnycastle, President

WEST ROUGE SPORTS AND RECREATION UPDATE FALL 2023

Since we last reported, we have held and assisted with many events in the community. We claim to be the fun creators for the neighbourhood. To that end, we have organized many events over the last several months from the Children's Easter Egg Hunt, Earth Day activities featuring a neighbourhood clean up, free shred truck and activities for the kids to learn to build and garden, the Annual Parking Lot Sale (a chance to sell your Garage Sale items all in one place with your neighbours), and a Movie in the Park. We finished off the summer season with a series of Concerts in the Park with CCRA and the West Rouge Community Association. This year, we offered a Swing Concert with Alex Pangman and the Alley Cats, a Children's event with storyteller and musician James Funnyhat, and ended with a wonderful evening with the Port United Band. We will be back with these events and more again next spring and summer.

Fall will start off with a final Movie in the Park at Port Union Community Center Park on Saturday, September 9th. The Annual Fun Run on the waterfront will take place on Saturday, September 30th, so register via our website and come out and walk or run with us! October will bring the Children's Annual Halloween Party on Sunday, October 29th, with games and candy for the kids as we move the event back into the West Rouge Community Center. The Annual Community Pumpkin Parade will once again take place on November 1st at the Port Union Community Center Park. Once again, the members of the Royal Astronomical Society will bring their telescopes so we can stargaze over our beautiful waterfront on November

4th at sunset. We are excited about our Annual Artisan Sale where local artisans will sell their wares on Sunday, November 12th at the West Rouge Community Center. (Artisans that are interested in booking a booth can contact Paul@WRSRA.org) The holiday season will once again feature our Annual Carol Sing and hopefully the return of Breakfast with Santa in December. Watch the signboards and our website for the dates and times for all our events.

It takes an incredible and dedicated group of volunteers to put on all of these events which contribute to the wonderful sense of community that we are lucky to have. Please join us on Wednesday October 13th at 7 pm at the West Rouge Community Center for our Annual General Meeting. We need volunteers to assist with our events, and some fresh faces to help take our committee into the future with energy and new ideas. Come and meet the dedicated group: Paul Mora, our Treasurer and Vice President, Barbara Broadley, our Secretary, Gary Dale, our Webmaster, Juli Mora, our Publicity and Social Media Guru, Laurie Cobbett, Lynda Hansen, Nancy Varga, Carol Klupsch and Andy Chawathe, who magically make all of our events happen. I certainly could not do any of this without them.

I hope to see you at some of our events. Please come over and say hello! If you have ideas for new events, send us an email.

Louise Redgers Bonnycastle
President, West Rouge Sports and Recreation Association
Email: Louise@WRSRA.org
www.sportsandrec.ca | 416-283-1938



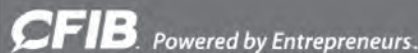


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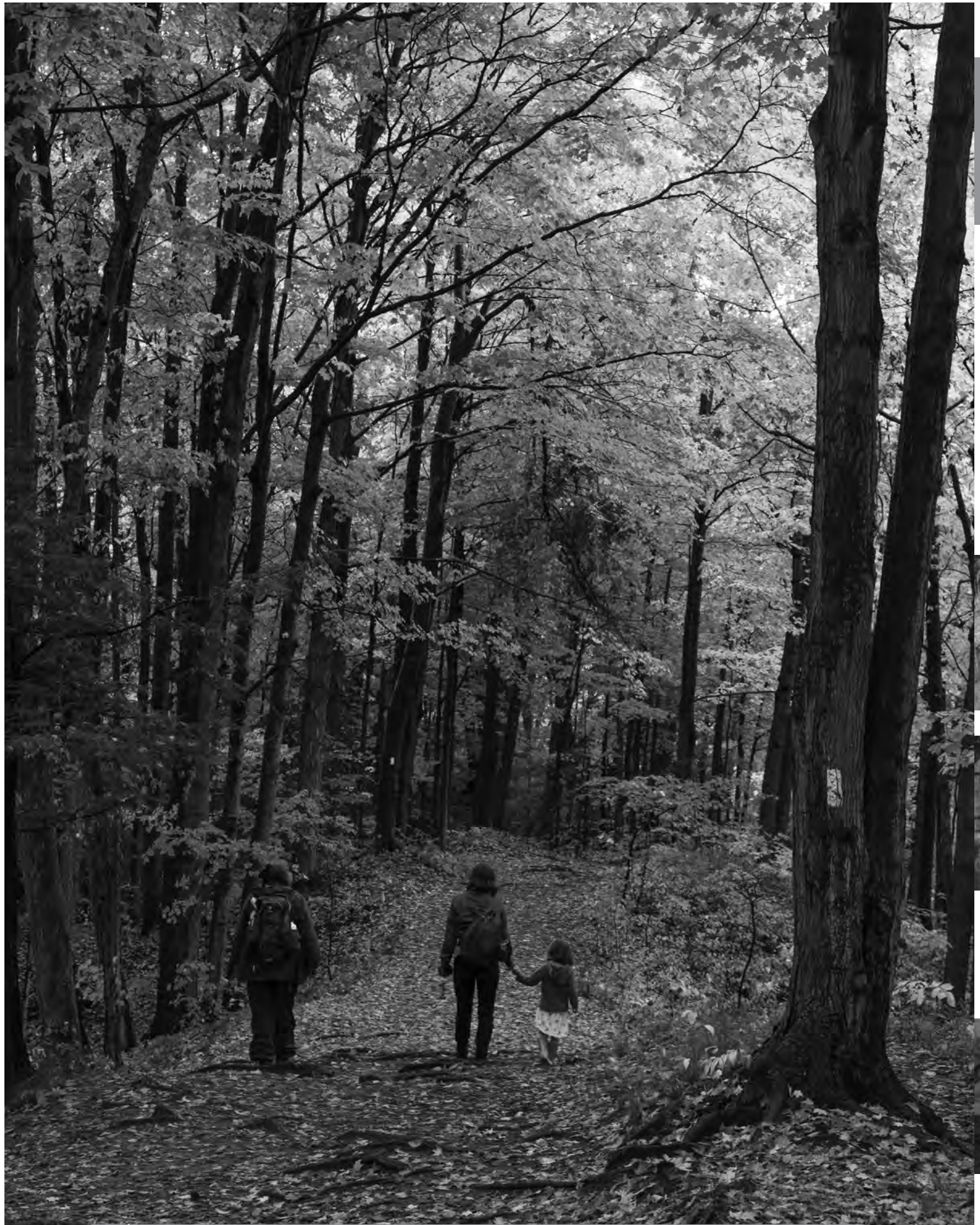


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Conservation's Cool Kids

Meet the volunteer stewards pitching in to protect Rouge National Urban Park

By Parks Canada

Rouge National Urban Park's beautiful lands and waters provide access to nature for millions of people in the Greater Toronto Area. Behind the scenes, Parks Canada is working to keep Rouge preserved and protected — and a key tool in achieving conservation goals is the park's robust volunteer program.

With no shortage of opportunities to get involved, volunteer stewards show their passion for the park by rolling up their sleeves and getting their hands (a little) dirty. From turtle-tracking and litter-picks to tree-planting and citizen science programs, these volunteers are participating in meaningful on-the-ground action and having a great time along the way.

SHUTTERBUGS

Photo Credit: Gary James
Out on the trails and in the field, volunteer photographers document the diversity of wildlife, the beauty of landscapes through the seasons, and the people enjoying them.

STEWARDSHIP SQUAD

Photo Credit: Parks Canada
With a growing stewardship program, a new volunteer squad was launched in 2022. Over the course of the year, the squad's 67 volunteers picked up over 220 pounds of litter, removed 600 square

metres of invasive species, planted 100 trees, tended to gardens, maintained bird nesting boxes and turned an old building into a snake hibernaculum. It's amazing what can be accomplished with many hands!

GUIDED WALK PROGRAM

Photo Credit: Gary James / Marlene Duhig
Guided walks are a great way to experience Rouge National Urban Park, and no two walks are alike. Volunteer leaders impart the secrets of the Rouge by sharing their knowledge and

skills, allowing visitors to connect to the park's natural, cultural and agricultural heritage.

CITIZEN SCIENTISTS

Photo Credit: Parks Canada
Species monitoring is crucial to understanding the health of wildlife populations in the Rouge. Volunteers of the turtle nest collection program help to advance turtle protection through the monitoring, collecting, incubating and releasing of hatchlings back into the lands and waters of the park.

MONITORING VOLUNTEERS

Photo Credit: Parks Canada
In collaboration with Birds Canada the Great Lakes Marsh Monitoring Program employs volunteers to observe and record amphibian and bird activity of over 50 species at nine sites.

BUMBLE BEES

Photo Credit: Marlene Duhig
In partnership with Wildlife Preservation Canada, the Bumble Bee Watch is the latest ecological monitoring program which relies on volunteers to conduct surveys, helping us to understand these at-risk pollinators.

Keep an eye out for Parks Canada volunteers in the park and give them a wave. Better yet — join us. Don't miss out on the next amazing opportunity to show your love of parks. Visit the volunteer page of Rouge National Urban Park's website at parks.canada.ca/pnnp/on/rouge/activ/benevolat-volunteer and sign up to receive updates.





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West Rouge Soccer Club



By Saadia Khan, Social Media & Digital Marketing Intern, West Rouge Soccer Club

The West Rouge Soccer Club is a non-profit organization in Scarborough dedicated to providing any person regardless of ability, the opportunity to participate in organized soccer activities at recreational and competitive levels.

The WRSC promotes technical and tactical soccer skills, physical and mental development, self-confidence, teamwork and respect of self and others, all within the spirit of the game of soccer in order to facilitate all individuals to reach their potential. The club offers soccer programs all year around, including indoor soccer during the Fall and Winter seasons, and outdoor recreational soccer for the spring and summer seasons.



GOing Places Camp Members

ing sport opportunities with confidence and passion. GOing Places offers both half-day and full-day camps for its participants and is led by Camp Director Anika.

Camp Evolve is an activity-based development camp presented by the WRSC that fosters an environment for participants' growth using a health and physical activity framework. This helps participants develop essential fundamental movement, social, and creative thinking skills, with a focus on cooperative games and community building. The philosophy at Camp Evolve is to focus on the individuality of each participant and provide an engaging, fun, and inclusive environment for their development. Camp Evolve offers both half-day and full-day camps for its participants and is led by Camp Director Dylan.

The WRSC values child safety above everything else, and hopes to create an engaging, positive, and fun-filled environment for all of its participants. We look forward to having more children participate in these camps and join us for the indoor fall and winter seasons, in efforts to create a memorable experience for all members.

Visit <https://www.westrougesoccer.ca/> for more information.

Follow us on Instagram, Facebook, Twitter, TikTok: @westrougesoccer



Camp Evolve Members

This summer, the WRSC conducted two unique summer programs: GOing Places and Camp Evolve. GOing Places is a girls-only soccer camp developed by and delivered by girls, for girls. It aims to bridge the gaps between gender stereotypes in sports and provide an equitable, safe, and fun opportunity to increase the participation of girls in physical activity settings. GOing Places is grounded in a gender-equity approach and is a tailored opportunity for girls to gain confidence and competence in social and sports settings. The philosophy at GOing Places is to create space for girls to engage with and share positive sport experiences, and to inspire them to pursue existing and emerg-

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I've been a key player in multiple start ups & business turn-arounds! One company I took from 2 million to 42 million. Another, I implemented a strategy that took it from 300k to 15+ million.

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My products have been sold in Canadian Tire, Loblaws, Sobeys, Metro, Shoppers Drug Mart, Food Basics, Lawton Drugs, Needs Convenience Stores and CVS Drugs in the US.

One of my marketing clients was voted one of the fastest growing companies in Canada by Maclean's Magazine.

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Fernie Youth Services

Your local social enterprise for at-risk youth



By Madison Perdue, Resource Development Coordinator, Fernie Youth Services



FERNIE YOUTH SERVICES AND THE WEST ROUGE COMMUNITY ARE GETTING READY FOR ANOTHER COLDEST NIGHT OF THE YEAR EVENT!

On February 24th, 2024, Fernie is welcoming all neighbours, friends, and change-makers to join us in a chilly walkathon for youth struggling to find housing and success. Last year, we raised \$21,000 in the name of young people who have lost their way. This time, with your help, we plan to beat that number.

The Scarborough East Coldest Night of the Year is a 2km or 5km walkathon in the West Rouge community to raise funds for Fernie's programs that help youth with housing, employment and everything they need to become purposeful adults.

ABOUT FERNIE YOUTH SERVICES

Guided by compassion and hope, Fernie Youth Services helps youth in, and at risk of being in conflict with the law, on a journey toward reintegration and purposeful living.

3,000 youth in Toronto are charged with a crime each year. More than half of those 3,000 children and teens will not get the support they need to change paths. Instead, they will end up back in the system, or denied essential needs like housing during long and cold Canadian winters. One mistake and their childhoods are ripped away.

Fernie Youth Services provides these young people with a second chance to transform their lives, and create safer communities for life.

Find out more, and get to know our team at Fernie's biggest event of the year.

Save the date to join your neighbours, local politicians, and business owners in the Scarborough East CNOY on February 24th, 2024. Go to: cnoy.org/location/scarborougheast or email the event director, madison@ferniefyouth.ca for more information.

Photographer Profile: Colin Winn



By Julie Purmalis

I've always been drawn to photography. At first, it was mainly about capturing memorable family moments, but as my kids got older, and weren't around as much, I started to turn my attention to other subjects – like nature and all the interesting things I saw in and around my community. Shooting digitally, after years of spending money on film and processing every picture, was really liberating. It allowed me to experiment with more creative ideas – just to see what might work.

I created the (Meta) photo group on a whim. I had built up quite a collection of shots (especially of local scenes), and thought people in the area might enjoy seeing them. The group is now in its 5th year and has over 2,400 members. Most of them are from the local area, but many members have invited family and friends from distant provinces and countries to join so they can also enjoy the beauty of West Rouge.

I understand and respect anyone who criticizes or avoids social media. It can be so harmful and negative at times. However, somehow, West Rouge Photography has remained an oasis of beauty and positivity. I suppose I set this expectation in a way, and I make sure the posts and comments people contribute reflect this vibe. I think for this specific reason, the site has attracted a whole lot of diverse, yet like-minded people who are looking for sources of beauty, positivity (and just a little humour!) in their daily lives.

Life can be difficult and stressful for so many people. I think we can all use an extra smile or a laugh. Humour is tricky. I try to write fun, sometimes insightful, or self-deprecating captions, and yes, a lot of “dad” jokes that don't cross the line. It's a good challenge. I have spent my career as a creative writer in the world of advertising, so it comes naturally to me to be playful and to think

laterally. Even though it's a photography site, many people have mentioned to me their favourite part of the group is the captions. With recurring characters like Norma, my son's cat, and my dog Charlie, there's always lots of opportunity for fun and humour.

I really do think we are all so lucky to live in such a wonderful community. Being so close to Rouge Urban National Park with its trails, marsh, river, and beach is such a gift. And of course, all the nearby parks and the waterfront trail are a great bonus.

I get up early – but only if I check the night before and the forecast looks ideal. Starting late summer and through the early spring, when sunrises are at a reasonable hour, I get up quite often. In summer, though, when sunrises are earlier than 6:30 am, I tend to sleep in and just post sunrise shots from my archive. There – the secret's out!

I love to photograph all animals, and I enjoy the variety. I love to be surprised - to find a new animal I have never shot before. Like the time a river otter jumped up on a dock beside me as I floated by in my canoe!

The Meta group features so many incredible West Rouge photographers. From beginners to about a dozen professionals and everyone in between. It's inspiring to learn from the experts, and it's interesting to see people trying their hand at this, maybe for the first time. I like to celebrate everyone who posts. The sharing of talents connects us all in a unique way.

If you enjoy seeing local beauty and wildlife shots, feel free to join West Rouge Photography. All are welcome!

Visit us on Facebook: West Rouge Photography at <https://bitly.ws/UW7U>

The Rouge Butterflyway



By Karen Heisz, Volunteer Ranger, Rouge Butterflyway

Hello, neighbours. We hope you had an enjoyable and restorative summer with many opportunities to enjoy the natural beauty of our little corner of the world.

The Rouge Butterflyway members were pleased with the participation in our native plant sale; we assembled more than 450 plants into more than 50 orders! We were especially happy with the willingness to invite our 'Plant of the Year', Goldenrod, into private gardens. Goldenrod species are a critical food source for migrating butterflies and those insects, especially bees, preparing for winter, and there are now 120+ more goldenrod plants in our community!

As a result of your enthusiasm, the Rouge Butterflyway continues to grow; the 'green' flowers are this year's new gardens and there are now more than 120 unique addresses in the Butterflyway, extending well beyond the borders of our community.

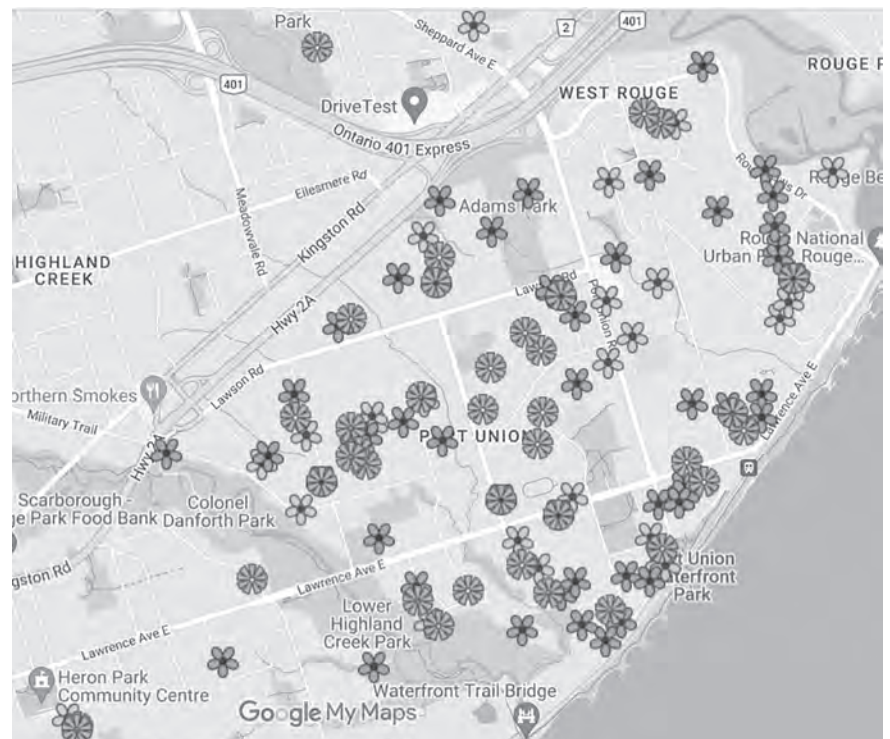
The money earned from the plant sale was used to buy mulch and native plants for the Tony Stacey Center. We expanded our efforts to create and maintain a shady garden and we also added native plants to the beds alongside the building. Thank you to Paul Thompson and Cedar Grove Greenhouses for the donation of marigolds; the reliable splash of colour throughout the growing season is appreciated by all.

More native plants were added to the gardens at Sir Oliver Mowat, followed by a healthy layer of mulch to retain moisture and suppress weeds. Several of our members have ventured very successfully into the world of winter sowing of native plant seeds, and we used these 'free' plants in these gardens.

We happily welcomed new members to our team and held 'maintenance parties' at each site to familiarize them with the plants and our activities in each garden.

The group events were enjoyed by all and proved that 'more hands make less work'. If you would like to spend a few hours each season at one or both of our public sites, please send a message to rouge.butterflyway@gmail.com and we will gladly welcome you to our small but energetic group of gardeners.

Thank you for your ongoing support of our initiatives. Whatever space you have can be home to native plants. Remember, too, that it isn't just about planting these plants; you can support biodiversity by offering a source of clean water, by allowing flowers to go to seed which will feed the birds this fall and winter, and by focusing your tidying efforts to the indoors. Leaving sticks and plant stalks on the surface of your gardens supplies winter shelter and food for lots of little critters, and when you lure them there, PLEASE don't clean up your gardens on the first warm day next spring! These insects will not be safe until the weather is reliably above 15 degrees Celsius at night. Thank you for caring for the butterflies, bees and other insects in our community. Stay well and stay tuned for our plant sale next April!





Advertising Information

West Rouge Life magazine



Why advertise with us?

The West Rouge Community Association represents the local community through advocacy, support and sponsorship of events, and by communicating information about our community to area residents.

The West Rouge Community Association publishes a magazine called *West Rouge Life* twice each year. The magazine contains a variety of local interest articles and is delivered to 3,400 homes in our community and many local businesses.

Advertising with the West Rouge Community Association through *West Rouge Life* is a great way for businesses to connect with local residents.

Advertising guidelines

For *West Rouge Life* Magazine

Layout, dimensions & instructions

- Ensure your ad conforms to the dimensions indicated and supply artwork to fit your ad.
- Submit digital artwork in high resolution by email as an attachment to the Advertising Director, Maddy Chandrasekaran at westrougelifeads@gmail.com.
- MS Word documents or MS Publisher documents cannot be accepted for ads.
- If you need an ad created for your company, please email Paul Cookson from Ad Army Group at paul@adarmygroup.com.
- **All ads and payments must be received by the submission deadline.**

Payment

You can pay for your *West Rouge Life* ad by PayPal or credit card at westrouge.org/advertising or by cheque made payable to the **West Rouge Community Association** and mailed to Maddy Chandrasekaran. Contact Maddy for mailing instructions at westrougelifeads@gmail.com.

1.75" 1 unit 2.0"	3.50"	5.25"	7.0"
4.0"			
6.0"			
8.0"			
10.0"			

The horizontal line is for 10 unit ads

Layout Dimensions

Black & White Ads	Width x Height	Cost
2 units	3.50" x 2.00"	\$70
	1.75" x 4.00"	
4 units	7.00" x 2.00"	\$140
	3.50" x 4.00"	
	1.75" x 8.00"	
5 units	3.50" x 5.00"	\$175
6 units	3.50" x 6.00"	\$210
8 units	7.00" x 4.00"	\$260
Half page (10 units)	7.00" x 5.00"	\$300
Full page (20 units)	7.00" x 10.00"	\$600

Colour Ads	Width x Height	Cost
Inside front cover	8.00" x 10.50"	\$850
Inside back cover	8.00" x 10.50"	\$850
Back cover	8.00" x 10.50"	\$1,000
Centrefold spread-2 page	16.00" x 10.50"	\$2,000
Centrefold inside page	8.00" x 10.50"	\$1,000
Centrefold outside page	8.00" x 10.50"	\$850

To determine the dimensions of your ad:
 Start at the top left. For example, a four-unit ad can be 4 units wide by 1 unit in height - 7.00" x 2.00" or 2 units wide by 2 units in height - 3.50" x 4.00" or 1 unit wide by 4 units in height - 1.75" x 8.00".

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Co-Director, Social Media	Ash Khan	westrouge@hotmail.com
Website Editor	Kevin Narraway	knarraway@gmail.com

Community Directory



Emergency (property or people at risk)	9-1-1
Rouge National Urban Park	416-264-2020 pc.rouge.pc@canada.ca
Toronto's Municipal Information Hotline (for problems in the community)	3-1-1
Toronto Fire Services (general inquiry)	416-338-9050
Toronto Paramedic Services (general inquiry)	416-392-2000
Toronto Police Services (non-emergency)	416-808-2222
43 Division Non-Emergency Police (Community Response)	416-808-4308
Toronto Animal Services	416-338-7297 toronto.ca/animalservices
Toronto Wildlife Centre	416-631-0662 torontowildlifecentre.com

COMMUNITY SERVICES:

Toronto Public Library (Port Union Branch)	416-396-8885
Port Union Community Centre (PUCC)	416-396-4031
West Rouge Community Centre (WRCC)	416-396-4147

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Vijay Thanigasalam, MPP, Scarborough-Rouge Park	416-283-8448
Jennifer McKelvie, Toronto City Councillor	416-338-3771
Anu Sriskandarajah, Public School Trustee	416-395-8787
Garry Tanuan, Catholic School Trustee	416-512-3408

CLUBS & ASSOCIATIONS:

West Rouge Mature Adult Day (MAD) - Henny Bernards	416-396-4147
Optimist Club of Rouge Valley - Roy Leslie	416-518-5665
Port Union Seniors	416-396-4034
Beavers / Cubs / Scouts - Scouts Canada, Ontario Headquarters	416-512-2461
Sparks / Brownies / Guides - Girl Guides of Canada, Ontario Council	1-877-323-4545
The Dukes of Harmony	dukesofharmony.com
Pickering Rouge Canoe Club	pickeringrouge.ca
West Hill Baseball League	westhillbaseball.com
West Rouge Basketball	www.westrougebasketball.ca
West Rouge Community Association - Reza Khoshdel	reza.khoshdel01@gmail.com
West Rouge Soccer Club	westrougesoccer.ca
West Rouge Sports & Recreation Association	louise@wrsra.org
West Rouge Tennis Club	wrtctennis.com
Scarborough Softball Association	scarboroughsoftballassociation.com
West Hill Minor Hockey Association	whmha.goalline.ca
West Hill-Highland Creek Lions Club	lionsclub.ca

SCHOOLS:

Joseph Howe Senior Public, 20 Winter Gardens Trail	416-396-6405
Sir Oliver Mowat Collegiate Institute, 5400 Lawrence Avenue East	416-396-6802
St Brendan Catholic - 186 Centennial Road	416-393-5359
West Rouge Junior Public - 401 Friendship Avenue	416-396-6635
William G. Davis Junior Public - 128 East Avenue	416-396-6650
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MADDY CHANDRASEKARAN
ADVERTISING DIRECTOR
Email: westrougelifeads@gmail.com

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Trish French
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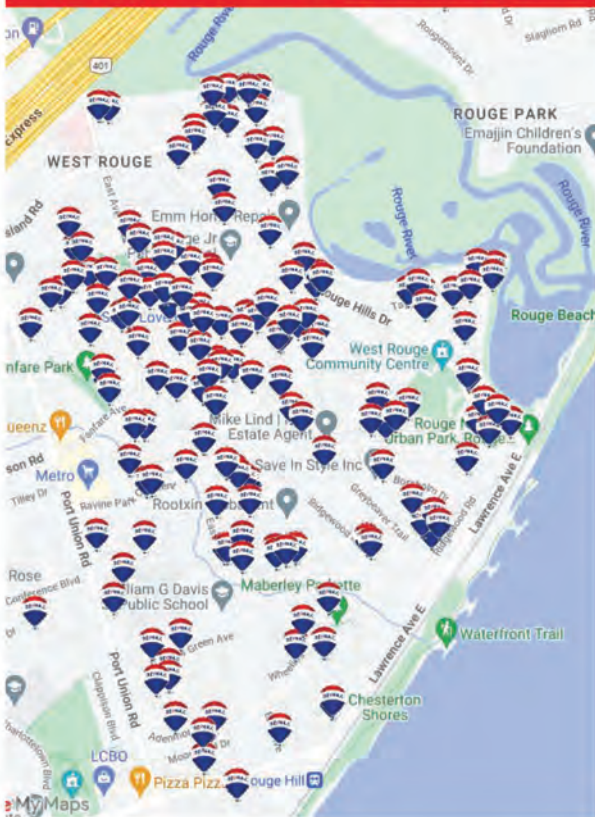


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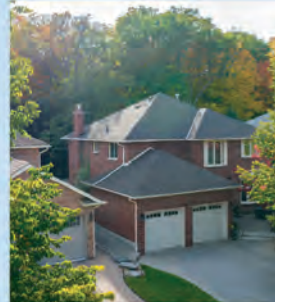
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