

WestRouge life

FALL/WINTER 2025 COMMUNITY LIFE IN WEST ROUGE



Let's celebrate Rouge
National Urban Park

Page 14

The Rouge
Butterflyway

Page 25

From The
Archives

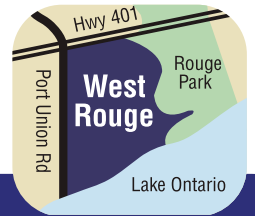
Page 26



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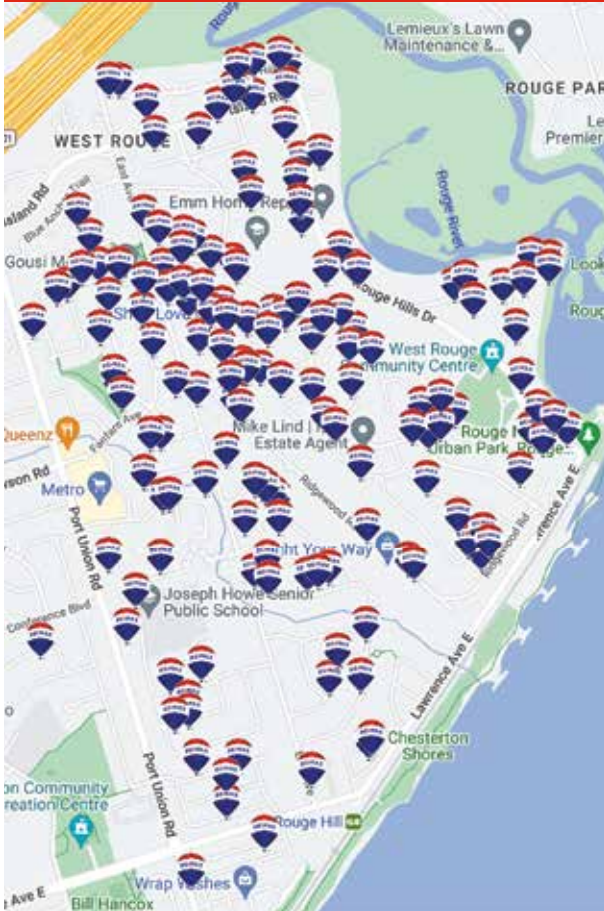
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14

Let's celebrate Rouge National Urban Park

25

The Rouge Butterflyway

26

From The Archives

39

The Story of MAD

OUR LOCAL REPRESENTATION

- 6 Gary Anandasangaree, MP

CLUBS AND COMMUNITY

- WRCA Annual Membership Form
29 Membership Report
31 West Rouge Sports & Recreation Association

FEATURES & ARTICLES

- 8 Larry Whatmore: Caring for Our Community
11 How Many People Would Dedicate Their Time on National TV to Honour Veterans?
13 Cricket
14 Let's celebrate Rouge National Urban Park
17 Crime and Safety: Building Confidence

- 25 The Rouge Butterflyway
26 From The Archives
27 West Rouge Soccer Club
37 Wendell Gibbs: Faith, Family and the Future
39 The Story of MAD (Mature Adult Day)

IN EVERY ISSUE

- 1 Board of Directors Message
4 From the Publisher
44 Board of Directors
45 Community Directory
46 Index to Advertisers

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SPRING/SUMMER 2026 JANUARY 31, 2026
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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



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The West Rouge Community Association is a group of volunteers and an advocate for our community

The West Rouge Community Association is your neighbourhood residents' association dedicated to maintaining a safe, friendly, and beautiful community.

- We help 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 protect the environment and natural beauty of West Rouge



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BOARD OF DIRECTORS MESSAGE

Hello, everyone.

Normally you'd be seeing the "President's Message" here, a long-standing tradition for this page in West Rouge Life. However, we are without a president at this time.

We have just concluded a municipal by-election for the vacant Council seat and, as many of you know, Reza Khoshdel was one of the candidates. Reza was required to step down as our president, in compliance with WRCA's by-laws and non-partisanship values. The two of us have been warming the presidential chair since Reza's departure.

WRCA congratulates our new councillor. West Rouge Life went to press before election day, so that's as much as we can say at the moment!

FAREWELL TO JENNIFER MCKELVIE

WRCA congratulates our former councillor on her successful campaign to become the new MP for Ajax.

WRCA enjoyed a constructive, collaborative relationship with Ms. McKelvie since her election in 2018, as did our neighbouring community associations in Centennial (CCRA) and Highland Creek (HCCA).

As a former community association president herself, Jennifer understood the important role that community associations play in fostering strong and vibrant communities. She also understood how politicians and community associations can work together to advance shared goals, albeit from different perspectives. We look forward to developing the same kind of collaborative relationship with our new councillor.

WARD 25 BY-ELECTION CANDIDATE FORUMS

One of the important roles of community associations is to provide opportunities for candidates for City Council to meet community members in congregate settings. WRCA was pleased to continue our long association with CCRA and HCCA to provide these opportunities in this by-election. Forums like these enable candidates to learn more about the communities they seek to represent and enhance a feeling of accountability by our politicians to the communities they serve.

PLEASE PLAN TO ATTEND OUR ANNUAL GENERAL MEETING AT WEST ROUGE COMMUNITY CENTRE ON OCTOBER 20TH, 2025

We have an interesting guest speaker this year with a strong local focus. Sienna Living, owners of Glen Rouge long-term care home (formerly known as Altamont), is planning to redevelop the Glen Rouge site to build a much larger and more modern long-term care facility. It's an ambitious project and is still going through planning and regulatory approvals. Sienna will provide a backgrounder on this project, its current status, and their plans to do all this while continuing to serve the current residents.

We'll also have our usual business meeting, including elections to the WRCA board. We are always interested in chatting with community members who might want to contribute to the work of your association at this level. We welcome you to contact either one of us for a deeper discussion.

NEW BRANDED STREET SIGNS THIS YEAR, THANKS IN PART TO WRCA

You have likely noticed that all the street signs in West Rouge were replaced by the City this year, which has provided a more visible and consistent "West Rouge" branding. WRCA supported this initiative and provided our wordmark logo to the City for this purpose, as building a strong and proud community identity is an important objective of your community association.

Funding for this came from funds held by the City on WRCA's behalf going back to the construction of the townhouse development on Island Road in 2014, to be spent on community benefits in West Rouge in consultation with WRCA. We were pleased to see the City complete the signs this year, with our consent, under the direction of our former councillor Jennifer McKelvie.

YOUR COMMUNITY ASSOCIATION IS HERE FOR YOU!

WRCA provides financial support for local programming, builds community cohesion, and provides a vehicle for collective advocacy to hold our political leaders to account. We invite you to become involved as part of our all-volunteer team, so West Rouge continues to be a place we can all be proud to call home.

Larry Whatmore

*Member, Board of Directors
Past President 2014 - 2017
Larry.Whatmore@rogers.com*

Kevin Narraway

*Member, Board of Directors
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CLOSED - FEB



148 Meadowvale Rd
CLOSED - JAN



125 Lakeridge Dr
LEASED - MAR



8 Broadbridge Dr
LEASED - JUNE



23 Island Rd #25
LEASED - JUNE



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SOLD - AUG



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SOLD - SEPT



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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
- 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!



Correction Notice: Correction to "Know the backstory of your neighbour" article in the Spring/Summer 2025 Issue. Incorrect picture of Alex Malik was placed. This is the correct picture.

From the Publisher

Rose Morra

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



Port Union Waterfront Festival, Summer Concert Series, Highland Creek Heritage Festival, bike rides, walks and runs on the Waterfront Trail...an enjoyable summer is less about grandiose plans and more about simple pleasures—the warmth, the freedom, and the moments with the people you truly care about.

I'm really looking forward to the joys of fall and winter—pumpkins, warm drinks, autumn hikes, the first snowfall, holiday traditions, and quiet cozy evenings. Each season has its own charm, and I'm ready to embrace them all.

This article is quite different for me, as it will be my last with West Rouge Life as publisher. Since becoming the publisher, I have had the privilege of meeting many community likeminded people; those who place the betterment of a community in high regard. I've truly appreciated the teamwork, the laughs, and the support along the way, and I just want to thank you all for making this such a memorable chapter in my life.

Words can't express my gratitude to all our volunteers, who help with events, distribute the magazine and our WRCA board members. We are stronger as a community!

On the political front, it has been incredible to observe the collaboration between all our area community associations organizing the Ward 25 By-Election Candidate Forums taking place in September. Another example of a true community, with everyone caring for the place we live in.



Onward to a new chapter within the West Rouge Community Association (WRCA) and over to David Wesseling who has graciously volunteered to become your next West Rouge Life publisher.

I am pleased to introduce myself as the new publisher of West Rouge Life (WRL)

My name is David Wesseling, and I'm proud to be a part of this diverse and beautiful community. I've lived in West Rouge for the past four years, and even in that relatively short time, I've come to appreciate its strong sense of community and connection.

I would like to thank Rose for her support and collaboration through this transition. As well as extend my thanks to the dedicated team of volunteers and board members whose time and effort help make WRL magazine possible.

I'm looking forward to supporting WRL and getting to know more of you. Please continue to share your stories - WRL always welcomes new articles, contributions and pieces that reflect the spirit of the West Rouge and surrounding communities.

All the best for a joyous autumn and winter season!



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But John isn't just a top-producing realtor—he's your neighbour. A proud Centennial resident, husband, and father of three, John is a familiar face at local events like the Port Union Waterfront Festival and Winterfest, often handing out free hot chocolate or gelato with a warm smile and a genuine love for the community. He's deeply invested in the neighbourhood he calls home—sponsoring events, supporting local businesses through monthly giveaways, and raising funds for local charities.

Whether it's backing local shops like Rouge Kitchen or cheering on youth sports teams, John makes it a priority to give back.

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322 SUMMER JOBS HELPING YOUTH SUCCEED:

This summer, our government delivered over 76,000 Canada Summer Jobs, with 322 right here in Scarborough—Guildwood—Rouge Park. With more positions than usual, many youth gained valuable work experience with local employers across a variety of fields, from conservation and sports to coding, research, and more.

I saw firsthand how they took pride in their roles, gained new skills, and built meaningful connections that will last beyond the summer. For some, the experience even led to full-time job offers—proving how impactful this program is for both youth and employers.

Young people face real challenges finding work. As your representative, I will continue working to expand opportunities for youth year-round, because when young people succeed, our whole community benefits.

Auto Theft Down Nearly 26% in Ontario:

In addition to fewer thefts, recovery rates have improved with more stolen vehicles being traced, intercepted, and returned to their rightful owners.

There is more to be done. The RCMP and CBSA will continue supporting local police, and I am working closely with my provincial counterparts and police chiefs to build on this progress. As Minister of Public Safety, I remain committed to keeping all Canadians and their communities safe.

TOUGHER BAIL AND SENTENCES FOR VIOLENT CRIME:

This fall, our government will introduce legislation to make it harder for violent criminals to get bail and to impose stricter sentences. This will include offences involving auto theft, home invasion, human trafficking, and organized crime.

But in order for these changes to have a meaningful impact, the provinces also need to do their part to



Clockwise from top left: MP Gary Anandasangaree meeting with CBSA officers at the Port of Prince Rupert; visiting Montreal Marine and Rail Services, where border officers recovered 95 stolen vehicles in July 2025; connecting with Canada Summer Jobs students at the Toronto Zoo; and meeting CSJ staff at Malvern Family Resource Centre.

Auto theft in Ontario dropped 25.9% in the first half of 2025, and is down 19% across Canada. This sharp decrease reflects a comprehensive effort to crack down on organized crime and protect communities. By tightening security at our borders and ports, imposing tougher penalties on offenders, and equipping law enforcement with the tools they need, the federal government is delivering results.

fix the bail system. The provinces are responsible for administering bail hearings, jails, and crown prosecutors' offices. Yet provincial jails remain partly overcrowded with people awaiting trial, and provincial courts and crown attorneys often lack the staff, funds, and resources to effectively contest bail and get cases tried in a timely manner. Without sufficient provincial support and

resources, even the toughest federal legislation cannot fully protect communities.

We all have a role to play in keeping our streets safe. The federal government stands ready to work with provinces to close these gaps and ensure our criminal justice system functions properly.

STANDING STRONG AGAINST U.S. TARIFFS:

On August 1, the United States raised tariffs to 35% on Canadian goods not covered under the Canada-United States-Mexico Agreement (CUSMA). While nearly 90% of Canadian exports are shielded from tariffs under CUSMA, key sectors such as lumber, steel, aluminum, and automobiles have been hit—putting Canadian jobs and industries at risk.

The United States has justified its latest trade action by pointing to the cross-border flow of fentanyl, despite the fact that Canada accounts for only 1% of U.S. fentanyl imports and has taken strong action to curb even those limited amounts.

This remains an unprecedented threat—and we are not standing still. We are acting decisively and focusing on what we can control:

- Canada will continue to negotiate with the U.S. to secure the best possible deal for Canadians.
- Pivoting to reliable trading partners and diversifying our trade—the U.S. share of Canada's exports has already declined from a monthly average of 76% in 2024 to 68% in 2025.
- Removing federal trade and labour mobility barriers to create one Canadian economy.
- Targeted support for impacted sectors and workers. We are protecting jobs, investing in our industrial competitiveness, buying Canadian, and diversifying our export markets.

Member of Parliament for Scarborough—Rouge Park

GARY ANANDASANGAREE

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Larry Whatmore: Caring for Our Community

By Julie Purmalis

We are so fortunate in West Rouge to have a plethora of dedicated individuals who truly care about our community. Larry Whatmore is one of those incredibly hardworking individuals. And now he has been recognized for his efforts in a truly wonderful way, with the King Charles III Coronation Medal. Such an honour!

So how did this honour come about? It seems Larry has big “fans” here in West Rouge.

Last year, our MP Gary Anandasangaree asked the West Rouge Community Association board of directors to propose a nominee for this award. The board nominated Larry on the advice of WRCA directors Kevin Narraway and Reza Khoshdel. It's really no surprise, as Larry has spent a great deal of his adult life in service to others.

Before we celebrate Larry's accomplishments, just who is Larry Whatmore? Larry was raised in Scarborough, moved to East York as an adult, and has lived in the West Rouge since 2011. He met his lovely wife Diane at St. James Town Sailing Club in the mid-1990s, where Larry served as club commodore and as commodore of the federation of community boating clubs located in the Toronto outer harbour.

Larry earned a BA in Public Administration from U of T Scarborough in 1979 and a Masters of Business Administration (MBA) from York University in 1983. Larry has been a Certified Management Accountant (now a Chartered Professional Accountant) since 1989. Larry has worked in the corporate world (TD Bank) and

social services (VP of Finance at WoodGreen Community Services) and now works as an Assistant Director in the finance office at U of T Scarborough, bringing his career full circle.

“I like to dive into the deep end.”

Let's look at just some of Larry's community work, to understand how Kevin and Reza knew that Larry would be a perfect candidate to be recognized.

Larry has served on the board of WRCA since 2013 and served as president from 2014 – 2017. Larry has been WRCA's membership director for many years and is ably assisted by his wife, Diane.



Larry is also the President of the Scarborough Community Renewal Organization, a Scarborough-focused advocacy organization whose mission is to bring public policy attention to Scarborough's needs and to dispel the tiresome stereotypes that people often associate with Scarborough. Larry wants Scarborough residents to feel a sense of pride in the place we have chosen to call home and to reframe how outsiders think about Scarborough. Yes, Scarborough has its challenges; what big city

doesn't. But there's also a lot to love about Scarborough, even if we have suffered from chronic underinvestment by all levels of government for a long time. SCRO works in collaboration with other civil society organizations in Scarborough, including the Scarborough Business Association, Rotary clubs, residents associations, and ethno-specific organizations to help build a more powerful and cohesive Scarborough. SCRO builds relationships with politicians, senior public servants, and

thought leaders to make Scarborough a “squeaky wheel” when public policy and public investment decisions are being made.

An exciting part of SCRO’s work is the Scarborough Walk of Fame, which celebrates some of Scarborough’s most accomplished current and former residents. Larry is immensely proud of SCRO’s work in this regard and encourages all Scarborough residents to go see our Walk of Fame, located in Centre Court at the Scarborough Town Centre. SCRO is now planning the next Walk of Fame Celebration Day in April 2026.

“Look for opportunities to get things done.”

Next, Larry has been incredibly involved in Rotary for over 25 years. Rotary clubs are dedicated to community service and raise money for community programs. Larry is a member of the East York club and, for the past seven years, has served as the treasurer of the local Rotary District, which supports 60 Rotary clubs from Etobicoke to Picton. This position allows Larry to be involved in the training and development of volunteers and to build connections between clubs and club leaders as well as helping to manage the business side of Rotary’s work.

“Stretch yourself.”

Finally, for the past seven years, Larry has served on the board of directors of Options for Homes and its parent organization, Home Ownership Alternatives, two non-profit organizations which work together to make home ownership more affordable for households with moderate incomes by building condos on a not-for-profit basis. Larry’s work with these organizations gives him immense satisfaction. He calls these organizations “social purpose businesses”, as they operate on a financially self-sustaining business without a lot of public funding.

So what does Larry think of the honour? Perpetually humble, simply he states, “It’s nice to be recognized.” Indeed.

P.S. What is the King Charles III Coronation Medal? According to the Government of Canada website, it is given to individuals who have made a significant contribution to Canada. It is a circular medal, silver in colour and 32 mm in diameter.



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Photo credit: Colin Winn

How Many People Would Dedicate Their Time on National TV to Honour Veterans?

Remembering Don Cherry's Unwavering Tribute to Canada's Heroes

By Greg Blazina

For nearly four decades, Canadians tuned in every Saturday night to Coach's Corner—not just for Don Cherry's colourful suits or unfiltered hockey takes, but for something far more meaningful. In our fast-paced world of highlights and hot takes, Cherry carved out precious airtime to do something few broadcasters would dare, he honoured Canadian veterans.

Each year, as Remembrance Day approached, Cherry used his national platform—broadcast into millions of homes coast to coast—not to promote himself, but to pay tribute to the men and women who served and sacrificed in war. With solemnity and pride, he spoke directly to the camera, reminding Canadians of the price of freedom and the importance of remembering those who gave everything.

This wasn't a public relations (PR) gesture. It was deeply personal. Cherry's father served in the First World War, and his respect for Canada's military ran through everything he did.

While others in the media hesitated to blur the lines between sports and patriotism, Cherry did so unapologetically. He saw no division—only duty.

At a time when attention spans are short and content is carefully filtered, Cherry made space for remembrance. He showed photos of fallen soldiers, thanked troops by name, and encouraged young Canadians to learn about

their country's military history. His words weren't scripted, they were from the heart, and perhaps most importantly, he urged Canadians to wear a poppy, not because it was trendy, not because it was performative, but because it mattered. It matters.

"The least you could do is spend a couple bucks on a poppy," Cherry once said, voice cracking with frustration and sincerity. It was a simple request, but one rooted in respect and national pride—a call to remember, not just with words, but with action.

In today's world of polished messaging and curated silence, Cherry's unapologetic tribute to veterans stands out more than ever. Whatever your views on his broadcasting style, his unwavering commitment to honouring our fallen deserves recognition.

So this November, as poppy boxes reappear across the country, ask yourself: how many people would dedicate their time on national TV to honour veterans? Don Cherry did—every single year.



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Cricket

Cricket – insects or what?

By Jeysheel Dharmaraj

Some of my buddies have asked what is this sport that you play with a bat and ball? Glad you asked! It is essentially an international game, not really attributed to any country in particular, though it owes its origin to an informal game played by shepherd boys on the downs of southeast England. Some surviving written evidence traces back to Bede's life of St. Cuthbert, circa 1120-30 BCE, showing him holding the ball in front of his face. A picture from the archives, courtesy Will's book of Cricket, shows some history.

Cricket's past has many events, suspense, contradictions with a gritty ability to bounce back despite wars and political interference. Amidst all this, the emphasis has been on excellence, skill and artistry and this gentleman's game has now evolved into being played vigorously and skillfully by both men and women.

The first international match was played between the USA and Canada in 1844. There are three formats – test cricket being the longest played over five days, ODI or one day international with 50 overs each and T20 which is just twenty overs for each side and is the shortest format.



Initially, it was played mainly in England, India, Australia, South Africa, New Zealand, the West Indies, Jamaica and Pakistan. Currently, it is played in almost every country and gaining in popularity globally.

Equipment includes: two upright sticks (wickets) as well as three and small bridges on the wickets called bails. The batsman is to guard against the bowler knocking out the wickets or send the bails flying. If the batsman hits and the ball goes up and he's caught, the batsperson is out. There are eleven players on each

team, and the rest of the team are on the field to block the batsman from making runs.

Cricket is gaining in popularity with some great women's teams. Kent in the UK was one of the earliest locations for the origins of cricket and is governed by the International Cricket Council.

The space is limited to what one can share about cricket for the novice. Maybe, this can be continued but it cannot be ended before mentioning – some of the earlier greats like Doc Grace (William Gilbert Grace MRCs LRCP (18 July 1848 – 23 October 1915) who was an English cricketer widely considered one of the sport's all-time greatest players. The supreme

maestro Don Bradman of Australia, Baron Constantine, established an early reputation as a promising cricketer and was a member of the West Indies teams that toured England in 1923.

All-rounder Sir Gary Sobers, from Barbados and the little master Sunil Gavaskar from India. It would be impossible to mention all of the greats as there are too many. But these players laid the foundation for some good cricket techniques.

Check out events locally and globally to watch some great cricket! Follow up the game with some iced tea or lemonade or better still visit a game at Lord's to see the Ashes, in England or an international cricket match anywhere it is being held.

Written by Jeysheel Dharmaraj, a resident of West Rouge, actively involved in community outreach, crime and safety. He loves to serve, write, travel, rear aquarium fish, plants, read, and run his business right here in our community.



Let's celebrate Rouge National Urban Park

Canada's first national urban park turns 10

By Sarah Simpson

This year, Canada's first national urban park celebrated a decade of community, connection, and conservation. Throughout the season, Parks Canada marked this milestone and honoured the Indigenous partners, volunteers, farmers, advocates, and local stakeholders who have helped shape the vision of the park.

Have you been part of the Rouge story? We'd love to hear from you. Share your favourite memories, proudest accomplishments and dreams for the future of Canada's first national urban park via email — rouge@pc.gc.ca!

CANADA'S FIRST NATIONAL URBAN PARK TURNS 10



With the Governor General's royal assent and an order-in-council from cabinet, Rouge National Urban Park made history as it became Canada's very first national urban park on May 15, 2015.

Spanning 79.1 km² (and counting), the Rouge is now one of the largest and best-protected urban parks in the world. From the rolling hills of the Oak Ridges Moraine — a vital source of drinking water for the Greater Toronto Area — to the sparkling shores of Lake Ontario,

the park features an awe-inspiring diversity of landscapes, including forests, meadows, wetlands, rivers, and large tracts of some of Canada's most fertile farmland.

Rouge National Urban Park is also the first federally protected area in Canada to protect agriculture alongside nature and cultural heritage — a living, working landscape where farmers, wildlife, and history all thrive together.

With 20 percent of Canada's population living within reach of the Greater Toronto Area, Rouge National Urban Park is uniquely positioned to connect more people than ever to nature.

First Nations' connection to Rouge

The 10-year mark of Rouge National Urban Park is a meaningful milestone that builds on more than 10,000 years of continuous human history and Indigenous presence and stewardship in the region.

In October 2011, prior to the establishment of the park, Parks Canada undertook an engagement process with 10 First Nations communities with an expressed interest and historic and cultural connection to the area. Parks Canada works collaboratively with First Nations partners on every aspect of the park's management and operations, including archaeological fieldwork, restoration projects, events, interpretation and creative co-design.

50 YEARS OF ADVOCACY

The creation of Rouge National Urban Park is a testament to the power of grassroots action.

In the 1970s, concerns about urban expansion inspired residents to form Save the Rouge Valley System (SRVS), to protect the Rouge from the pressure. Their vision gained momentum in 1988 with a bold plan to establish a larger protected area. By 1990, the Province of Ontario committed lands to create Rouge Park, backed by a \$10 million federal investment.



Momentum only grew from there. In 2011, the federal government announced the development of the Rouge into a national urban park that would formally be established by Parks Canada in 2015. Thanks to decades of advocacy, partnership with First Nations and collaboration across all levels of government, the Rouge's forests, wetlands and farmland are now protected for future generations.

LAND ASSEMBLY

Bringing together Canada's first national urban park is a bold and complex undertaking. Over the past decade, Parks Canada's team, working with all levels of government, conservation authorities and the public, have pieced together Rouge National Urban Park one section at a time.

Land assembly at this scale — involving over 300 individual properties, major agreements with eight different government bodies, and countless easements, leases and infrastructure

corridors — is unprecedented, especially in the heart of Canada's largest urban centre.

The Rouge team continues to work to realize a once-distant dream: protecting nature, culture and agriculture in Canada's



most populated region. Today, Rouge National Urban Park stands as a living legacy as one the largest and most unique urban parks in the world — which now stands get even bigger!

EXPANDING FOOTPRINT

This year, on January 27, hundreds of farmers, residents, advocates, elected officials and reporters flooded into Pickering Golf and Country Club, all drawn by the promise of a historic announcement. Cheers, tears and applause filled the hall as MP Jennifer O'Connell said: "There will be no airport on the Pickering lands!"

The announcement marked a milestone in the decades-long push by local stakeholders to protect the area.

A new path forward is now in motion, with plans to transfer



much of these long-contested lands of high conservation value to Parks Canada, significantly expanding Rouge National Urban Park. While the road to the Rouge's completion just got a little longer, the dream that generations fought for is closer than ever.

10 THINGS TO LOVE ABOUT THE ROUGE

1. RESTORATION WITH PURPOSE

Ecological integrity is the top priority in Rouge National Urban Park. Restoration



efforts here are deeply integrated, supporting wildlife movement, improving habitat connectivity, enhancing soil health for tenant farmers and protecting native species. To date, Parks Canada and its partners have completed 137 restoration and farmland stewardship projects, including the planting of more than 300,000 native trees and shrubs.

2. THE ROUGE AESTHETIC

Rouge National Urban Park doesn't just look different—it feels different. The park proudly uses "urban park plum" (Pantone 512) in its design palette and collaborated with Indigenous design studio Brook McIlroy and the First Nations Advisory Circle on a unique graphic design catalogue. The new Common Look and Feel initiative weaves Indigenous place-keeping into signs, structures and exhibits, visually reinforcing Indigenous presence on the landscape.

3. 10,000 YEARS OF HUMAN HISTORY

Long before Toronto had traffic jams, the Toronto Carrying Place Trail was one of the most important transportation routes in what is now southern Ontario. This historic portage trading route connected Lake Ontario to Lake Simcoe and the upper Great Lakes. Indigenous Peoples used this trail for thousands of years and later European fur traders followed the



Let's celebrate Rouge National Urban Park

Canada's first national urban park turns 10



path. The Rouge still holds traces of this powerful legacy, including Bead Hill, the only known intact 17th-century Seneca village and burial site in Canada. This site and others reflect continuous Indigenous presence and connection to the land.

4. GROWN IN THE ROUGE

Rouge is home to over 9,000 acres of agricultural land — about half the park!

Here, tenant farmers tend to the soil and a variety of crops while partnering with Parks Canada on restoration and conservation efforts that align food production with ecosystem health. New long-term leases are giving farmers the stability to invest in improvements and ecological stewardship.

5. SURPRISE BEARS

Yes, black bears have been spotted in the Rouge! Their return is a powerful sign that conservation efforts are working to expand habitats and connect wildlife corridors in the park



and adjacent parcels of protected areas. Rouge National Urban Park is a surprising biodiversity hotspot, with over 2,000 species recorded — including more than 1,000 plants, 247 birds, 73 fish, 44 mammals and 27 reptiles and amphibians.

That includes 42 species-at-risk, making the park a vital refuge for wildlife in the heart of the Greater Toronto Area.

6. HEALTHY PARTNERSHIPS

Since 2016, Parks Canada has partnered with Scarborough Health Network to deliver Mood Walks, a program supporting youth in the Child and Adolescent Mental Health Program. These guided hikes help participants connect with nature and promote mental well being.

7. HISTORIC HIKES

More than 200 years ago, lumberjacks cut a trail through Rouge forests to fell towering white pines for the masts of British naval ships. Those logs were floated down the Rouge River to Lake

Ontario, then sent along the St. Lawrence to shipyards across the Atlantic, where they became masts on ships that helped the British defeat Napoleon. Today, remnants of that path make up parts of the Mast trail, one of the park's most challenging hikes.

8. WETLANDS WITH A JOB TO DO

The Rouge watershed is a lifeline for the region. Its rivers and wetlands filter water, reduce flooding and offer prime habitat for birds, amphibians and fish. Rouge Marsh is the largest and most intact coastal wetland in Toronto and plays a vital ecological role in the heart of Canada's biggest city.



9 BLANDING'S TURTLES ON THE REBOUND

The endangered Blanding's Turtle is making a comeback thanks to a long-running reintroduction program in partnership with the Toronto Zoo. Hatchlings are raised for two years before being released into the park, giving them a head start on survival. Now, some of the earliest released turtles have reached maturity and should soon lay eggs of their own, a hopeful sign for the future of this beloved species.



10. SMART WASTE, CLEANER PARK

Rouge National Urban Park is a testing ground for innovative waste solutions. Underground Moloks and Haul-Alls keep garbage out of sight and smell, while Clear Your Gear receptacles collect fishing line and hooks. A new cigarette butt recycling program targets one of the most persistent forms of litter, helping keep wildlife safe and park ecosystems clean.



Crime and Safety: Building Confidence

By Kirk O'Brien

Preparedness is about small steps that reduce opportunities for criminals. By pausing, verifying, and keeping control of your belongings, you make yourself a much harder target.

While no one can stop every attempt, there are many simple steps you can take to make distraction crimes less likely to succeed. Be prepared, alert, and confident in how to respond.

EVERYDAY AWARENESS HABITS

- **Pause before opening your door** by using a peephole, window, or camera to see who is outside.
- **Keep valuables secure** by carrying wallets, purses, and phones close to your body and zipped or buttoned.
- **Limit what you carry** by only bringing essential cards and cash when going out.
- **Stay alert** in busy spaces by being mindful of your surroundings in stores, at ATMs, or in parking lots.

VERIFYING IDENTITIES

- **Utility or service workers**, ask to see official photo ID. Call the company directly before letting anyone inside.
- **Unexpected visits**, genuine officials will understand if you prefer to reschedule or verify.
- **Doorstep rule of thumb**, if you did not book the appointment, you do not have to open the door.

AT HOME

- **Lock doors and windows**, even when at home, many distraction crimes exploit brief moments of inattention.
- **Use security features such as a doorbell camera or chain lock** allows you to communicate without opening fully.
- **Do not allow strangers to separate you from your home**, if they ask you to check your yard or garage, keep your front door locked first.

IN PUBLIC & NEAR VEHICLES

- **Stay in control** of your belongings by using cross-body bags or keeping wallets in front pockets.
- **Be cautious** of “urgent” requests as scammers rely on making you feel rushed.
- **At ATMs, shield your PIN** and be wary of people standing too close.
- **In parking lots**, before responding to anyone about your vehicle, lock it and keep valuables out of sight.

HOW NEIGHBOURS CAN HELP

- **Watch out for each other**, if you see someone being pressured at their door, in a parking lot, or on the street, check in or call for help.
- **Share suspicious sightings** such as strangers going door-to-door without ID, loitering near ATMs, or creating unnecessary urgency should be noted.
- **Check in with seniors or newcomers** as they are often most at risk from distraction crimes and benefit from reminders and support.
- **Be visible** as thieves prefer quiet, empty streets. Simply walking outside or greeting a neighbour increases natural surveillance.

West Rouge remains one of the safest neighbourhoods in Toronto, and together we can keep it that way. By pausing before acting, verifying identities, protecting our belongings, and looking out for each other.





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In memory of



George Tsuyuki

It is with great sadness that we announce the passing of George Tsuyuki, the beloved founder of G & G Electronics, on July 30, 2025, at the age of 96. George passed peacefully in palliative care at Scarborough General Hospital, surrounded by his loving family, who held his hand until the very end.

George's story is one of ambition, dedication, and service. In 1954, he founded G & G Electronics, laying the foundation for what would become a trusted name in Canadian electronics retail. His vision and commitment to outstanding customer service and high-quality products became the cornerstone of his business G & G Electronics — a principle that is still a guide today, over 70 years later.

Beyond the business, George was a pillar of the West Hill and Scarborough community. He gave generously to local causes and supported numerous community initiatives, always striving to make a positive impact.

George's life was deeply rooted in family. He worked side by side with his wife, Shiz, and involved his children Robert (Seunghei) and Gary, his daughter-in-law Cheryl, and grandchildren Dave (Tiffany), Katie (Jamie Thompson), and Sydney in the business. Even his great-grandchildren and countless nephews and cousins have been part of the G & G family over the years.

Over 250 people gathered to celebrate George Tsuyuki's life — family, friends, clients, and community. Thank you for the hugs, stories, flowers, and donations to Scarborough Health Network. Special thanks to Spectrum Catering and Pine Hills. George's legacy lives on, and the Tsuyuki Family is deeply grateful for your love and support.

We are truly grateful for the outpouring of support and condolences. Without this loyalty and trust, George's legacy would not have stood the test of time.



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The Rouge Butterflyway



By Karen Heisz, Volunteer Ranger, Rouge Butterflyway

The Rouge Butterflyway continues to grow, and we are delighted with the level of interest in growing native plants to support biodiversity! Our spring native plant sale was once again a successful event, adding 25 new gardens to our Butterflyway, and 225 native plants to gardens throughout the community. Our attendance at several community events provided opportunities to educate community members about the many positive benefits of native plants.

The RBW Volunteers were hard at work throughout the spring and summer, adding plants and maintaining the gardens at Sir Oliver Mowat Collegiate and the Tony Stacey Centre. Proceeds of the plant sale were used to purchase additional plants for both gardens and a watering hose for the gardens at Mowat so that volunteers didn't need to transport water from home during the dry periods. Such a relief! We acknowledge and thank the students and community volunteers who came to help with planting, mulching, weeding and pruning.

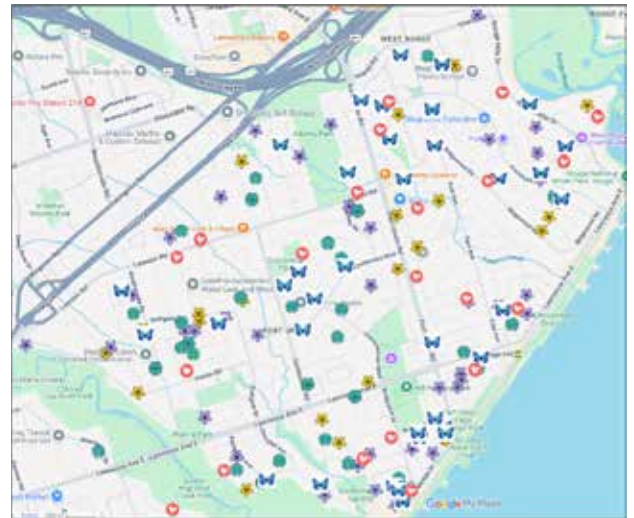
The remaining funds from the PollinateTO grant were used to complete the plantings at The Tony Stacey Centre. On Saturday, September 13th we celebrated the completion of this project. Please view the gardens and learn more about this project from our members.

The Rouge Butterflyway is able to maintain the two gardens, run the plant sale and attend community events because of our extremely dedicated group of volunteers. If you like to garden, or love to plan events or talk with

people about native plant gardening, we encourage you to reach out to us at rouge.butterflyway@gmail.com, or join the Rouge Butterflyway Facebook page to stay informed of our events and activities.

To fill the time until next spring, take some time to dream about next year's gardens.

Visit www.networkofnature.org to select native plants perfect for your garden and your vision. Thank you for your support of our initiatives. We look forward to meeting you in the community next year!



The Rouge Butterflyway continues to grow! The icons represent gardens in our Community which contain native plants; the Red Bird icons represent new gardens added in 2025.



From The Archives

The West Rouge Ladies Club



By Larry Whatmore, Past President, WRCA

This gem comes to us from Helen Morton, one of the “grande dames” of West Rouge, who was here when our community first came together more than 70 years ago ... and who is still very much with us today on Rouge Hills Drive! This comes from the “West Rouge Community Flyer” in the spring of 1988.

Community engagement in West Rouge looked very different in the 1950's and 1960's, an era when the men worked and stay-at-home moms were the backbone of community life, as you'll see below.

We still strive to forge a tight-knit community in West Rouge, the place we are all proud to call home, but how we get there must adapt to the times.

ODE TO SOME VERY SPECIAL LADIES

In nineteen hundred and fifty-two
Two ladies thought what shall we do
To help as West Rouge starts to grow
Neighbours to meet, each other to know
They decide to form an organization
To talk and plan this new situation
Doris Dick and the late Ethel Dand
Cheerfully thought of an excellent plan
Meetings were held over a cup of tea
Neighbours each other were happy to see
They discussed problems common to all
Held meetings winter spring and fall
Solved problems while the area was growing
With consideration and friendship showing
The Ladies Club grew from two to twenty
Meetings moved to school, room for plenty
It was decided to help others too
That were less fortunate than you
Raised thousands with an annual Bazaar
And people came from near and far
Knitting and sewing, baking too
Everyone giving what they could do
Baking scones and making tea
Answering and assisting every plea
The whole community when able
Donated to our scrumptious bake table
Assisted the Heart Fund and the Blind
The retarded child, needy of every kind

Cancer, the crippled, devastation by fire
To help those in need has been our desire
Worked very hard, but had lots of fun
As we worked to get every job done
Ladies Club deserves much applause
For effort put forth to help a cause
Pot Luck suppers were a beautiful sight
Carefully prepared dishes a gourmet's delight
Our Christmas parties have been a ball
This year we were rewarded one and all
After the dinner came a pause
Then suddenly appeared Santa Claus
The Hallowe'en party what a success
Who you'll meet there you'll never guess
Charlie Chaplin, the Pink Panther too
Even a belly dancer might greet you
The fun at our swim/barbecue in June
Makes us feel another season ended too soon
Thanks to those ladies willing to give
West Rouge is a better place to live
Some of our efforts have been curtailed
And the occasional Euchre even failed

But our spirit remains very strong
As the years have moved quickly along
Heres to the Club we all hold dear
And West Rouge Ladies Club twenty-fifth year.

*by Jackie Woolley,
Sept., 1977*

In memory of Mrs. Jackie Woolley Author of the poem.

West Rouge Soccer Club:

Growing the Game, Growing Together

By Saadia Khan

With the World Cup captivating hearts around the globe, soccer has once again proven that it's more than just a sport, it's a global language. Right here in our backyard, the West Rouge Soccer Club (WRSC) has been speaking that language for nearly 50 years. Founded in 1976, WRSC is a non-profit organization committed to providing players of all ages and abilities the opportunity to enjoy organized soccer, whether indoors or outdoors, recreational or competitive.

This past summer was filled with energy and growth. Our Camp Evolve blended soccer with movement, leadership, and team-building activities, helping kids build confidence and friendships. GOing Places, our girls-only soccer camp, created a safe and empowering space for young female athletes to grow and be inspired. All season long our Outdoor Recreational Program saw young players enjoy summer soccer, learning skills and teamwork on the fields of West Rouge.

Soccer doesn't stop with youth. Our Women's Competitive Teams competed passionately in the Ontario Soccer League (OSL), proving soccer is a lifelong pursuit. Meanwhile our U8, U9 and U10 developmental teams proudly represented the club at the Robbie International Soccer Festival, playing with heart and sportsmanship.

At WRSC, we're not only building players, but we're also developing leaders, coaches and volunteers who all contribute to the spirit of the game. We promote confidence, respect and teamwork on and off the field, in pursuit of our vision to be a respected, inclusive and community driven club.

In partnership with Borough FC, a local men's team, we're committed to growing soccer in Scarborough, creating more pathways for players at all ages. As we begin our indoor fall season, we carry forward that mission and momentum, welcoming every player's journey with pride, passion and purpose for the beautiful game.



GOing Places Girls-only
camp empowering young
female athletes on
and off the pitch



Camp Evolve
Blending Soccer, movement
and leadership



Robbie Tournament
Our U8, U9, and U10 teams
competing with pride
and passion.



WRSC Storm Black Team
They came out strong all
summer ! Fast plays, great
chemistry and even better goals



WRSC Storm White Team
They kept it cool under
pressure, played with heart,
and always brought the energy
when it mattered most.



WRSC Provincial Team
This squad showed up and
showed out! Smart soccer,
steady leadership and a whole
lot of passion for the game.

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Membership Report

Thank you for supporting WRCA



By Larry Whatmore, Membership Director, WRCA

Thank you to all who supported WRCA this year... By contributing, by “becoming a member” of the West Rouge Community Association. (WRCA). Many of us do so every year. Some even make donations over and above the membership fee. Thank you. Our collective contributions make it possible for WRCA to financially support local events every year.

By leading, by contributing your time and talents to the betterment of our community. WRCA has almost 100 volunteer street captains and area coordinators! These are the folks who deliver West Rouge Life to you, and, in many cases, help you to “become a member” of WRCA, so you too can contribute to making all this possible. This army of dedicated volunteers is the glue that holds our team together.

By posting a “Become a Member” lawn sign ... and displaying your pride in our community. More than 80 of you did so once again this year. Thank you all.

By participating ... by taking in all that our community has to offer, thanks in part to the financial support that WRCA provides, which is all thanks to you.

WHERE DOES ALL THAT MONEY GO?

So glad you asked! As a member, you help to fund the Port Union Waterfront Festival, Winterfest and the Summer Concert Series at Port Union Community Centre, Earth Day activities, Pumpkin Parades, Candidates Meetings, and West Rouge Soccer club teams. You also help fund the communication services that help us keep you informed about these events and about public policy matters affecting West Rouge.

Our financial statements are presented at our annual general meeting in October every year. All community members are welcome. They’re also published on our website: www.westrouge.org. Click on the “About WRCA” pull down menu.

Haven’t joined yet this year? Please use PayPal. It’s fast and easy. The link is front-and-centre on our website at www.westrouge.org. And you don’t need a PayPal account to use it.

Thank you to our magnificent street captains! Our membership team simply would not function without our small army of street captains and area coordinators. In April, we held our annual volunteer recognition event at West Rouge Community Centre. It was great to get many of the team together in person.

CARE TO JOIN OUR VOLUNTEER TEAM?

Please contact me and we can discuss the best fit for you on a “no obligation” basis, be it with WRCA or with West Rouge Sports and Recreation Association. Because, here in West Rouge, we are blessed to have two community organizations working together to improve the quality of our community life.

Most communities would be thrilled to have just one; we have two. And we’ve had them since before many of us were born!

Let’s all continue to “give a little ... and get a lot in return” so we can continue to be proud of the place we have chosen to call home.

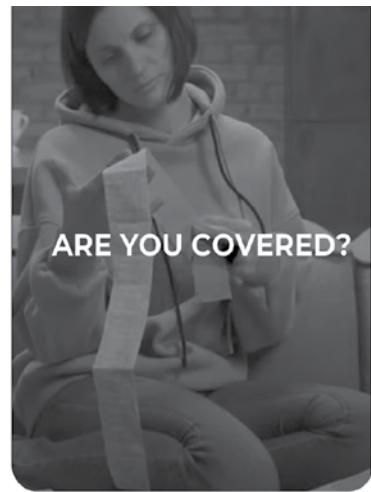
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- 53% of Canadians living paycheck to paycheck
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@ Jey Dharmaraj

West Rouge Sports and Recreation Association Report

By Louise Redgers Bonnycastle, President



West Rouge Sports and Recreation needs fresh energy and new people as we are preparing to begin another fun-filled season with amazing activities for the whole neighbourhood! It has been hard to find new volunteers as the team that has carried the load (in many cases for more than 25 years), find that they would like to take a step back and enjoy their retirement. If you can spare a few hours a month, yes that is all it takes, you could join a wonderful committee that puts on all kinds of community events, or just volunteer to help at the event that tickles your fancy. Give it a try, reach out to us, and I can assure you that you will get out far more than you give.

We are already planning a very busy autumn. The Fun Run on the Waterfront will take place on Saturday, October 4th. You need to register early to get the best rates; go to our website: www.sportsandrec.ca to sign up. If the stars align, we will hold a Star Gazing event at the Waterfront some time this fall. Stay tuned for more information.

October will feature the Children's Halloween Party on Sunday October 26th. All the little ghosts and goblins can come out to play games and get candy in a safe, indoor environment. November 1st is our annual Pumpkin Parade in the Park at the Port Union Community Centre. If you have never attended, make the effort to come out and see all the creative carvings your neighbours have done before the pumpkins are composted.

We have booked Sunday, November 9th at the West Rouge Community Centre for our annual Artisan Sale. This much loved event features gift and decorating ideas for the upcoming holiday season. If you wish to register to be a vendor, reach out by email to Paul@wrsra.org as soon as possible as the spaces fill up quickly. December will feature an event with Santa for family photos, a pet photo

with Santa session and our annual caroling/sing along to put even "Grinches" in the holiday spirit.

Winter will be upon us before we know it. We have a Family Skate on the agenda for Family Day at the Heron Park Arena in February. Spring will include our annual Easter Egg Hunt which will take place on Saturday, April 4th.

We are also planning on adding some new events in the winter and spring if we can get some volunteers to help us plan exciting additions to our usual list.

We have been busy over the last few months with our most successful Concert Series to date. We had community members up and dancing and enjoying the wonderful warm weather along with incredible bands such as: Fossil Fire, Swing Junkies and summer's favourites, Port United. If you missed these Sunday concerts, please make an effort to attend next summer as they are free and truly fun. As I write this, I am finishing up the details for another Movie in the Park with the help of CUPE 416 and a host of volunteers. These kinds of events make a community special and West Rouge is one of the best!

Barbara Broadley has a new stock of our West Rouge Sweatshirts ready for you. Adult sizes M, L, XL are now available. Show your community pride and contact Barbara@wrsra.org to place your order. What a fantastic holiday gift!

Make an effort to attend at least one or two of our events and you will be impressed with our efforts and the spirit of community that carries us through all the work that goes into West Rouge Sports and Recreation.

Contact me with your ideas and comments or to volunteer.

Louise Redgers Bonnycastle

President

email louise@wrsra.org or call me at 416-283-1938

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WEST ROUGE
COMMUNITY ASSOCIATION

Advertising Information

westrouge.org website



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.

In addition to *West Rouge Life*, the West Rouge Community Association also maintains a community information website at westrouge.org. The website content includes interest articles, community reports, event listings and a local news section.

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

Advertising guidelines

For the *westrouge.org* website

- A large ad that appears in a rotating spot on each page of the website.
- Your ad will have lots of chances to be viewed.
- Your ad will be displayed on our website for a period of one year.
- For examples of the rotating website ads, please visit our website at westrouge.org.
- All ads are included in the Business Directory on the website at westrouge.org/businessdirectory.

Layout

- Your ad can be designed by a designer of your choice or if you would like us to connect you with a designer, please contact the Advertising Director, Maddy Chandrasekaran at westrougelifeads@gmail.com.
- Ad format requirements are 300 pixels in width by 250 pixels in height in .png or .jpeg format.

Payment

You may pay for your website ad by PayPal at westrouge.org/advertising or cheque made payable to the **West Rouge Community Association**. Contact Maddy at westrougelifeads@gmail.com to arrange delivery/pick-up of your cheque. The annual cost for a website ad is \$90 for a 12-month period.

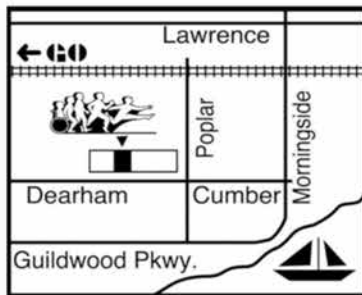


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Join Our Facebook Group to Keep West Rouge Safe

Our community members have created a 'West Rouge Neighbourhood Watch' Facebook group to help grow awareness of security concerns. The online presence is a shared commitment to looking out for each other and a place to report crimes.

 Scan Here



Wendell Gibbs: Faith, Family and the Future

By Julie Purmalis

It is with tremendous elation that West Rouge Life announces that our very own Reverend Dr. Wendell Gibbs has received the King Charles III Coronation Medal.* An incredible honour. So deserved!

Who is Rev. Dr. Wendell Gibbs? The Reverend Doctor is a man of great faith, a person devoted to family (of all kinds) and a truly forward thinking individual. We are so lucky to have such a man in our community. He is a person who embodies all the qualities of a great Canadian: kindness, community-building, being a positive example to others, generosity and being there when it counts.

Rev. Dr. Wendell Gibbs is currently the Senior Pastor at the First Baptist Church Toronto. He has held this position since 2010. He is the church's forty-fifth pastor and their second longest serving. The church is the oldest Black institution in Toronto. Pastor Gibbs has a wife named Rosil and two adult children. The profound love he has for his family is evident when he speaks of them; he is immensely proud of his children's accomplishments both academically and spiritually. Pastor Gibbs was born in Trinidad and Tobago before immigrating to Canada. He has a Master of Divinity and a Doctor of Theology. Pastor Gibbs says his mother raised him with, "great faith and great strength."

Pastor Gibbs serves as a volunteer police chaplain with the Toronto Police Service. His work with the police service has been transformative to both him and the communities he serves. Not only does he provide spiritual care to police officers of all faiths, but he also organizes Prayer Walks as well as a plethora of other important community events (when we spoke, he had just attended the flag raising on Emancipation Day, August 1st). The Prayer Walks are especially important to Pastor Gibbs; on April 11, 2024, he participated in a Prayer Walk that was attended by all 16 Divisions of the Toronto Police Service. Faith leaders, police and community members all walked together to pray and keep the streets safe. He also had the honour of attending the 59th National Prayer Breakfast with then Prime Minister Justin Trudeau.

Another important facet of Pastor Gibbs life is his love of sport. He has been involved with the Scarborough Basketball Association as well as being the Director of the West Rouge Soccer Association. Both of his children are athletes; his first grandson will follow in the family's footsteps, no doubt.

Pastor Gibbs has travelled to many African nations (e.g., Ghana, Nigeria and Rwanda just to name a few) to lead A Peace of Life, a Youth Peace Camp, focusing on empowering youth in Africa. Pastor Gibbs lights up when he speaks of the camp, the message, and the youth in Africa, and how important it is for him to have the opportunity to empower them. The camp has Christian and spiritual focus, but fun and sport are incorporated throughout. The day I interviewed Pastor Gibbs, he was on his way to Rwanda for the eighth time! Absolutely amazing.

On top of everything else, Pastor Gibbs is a street captain here in our lovely West Rouge. He says, "be a neighbour" and when he says this, he's talking about taking an active role in your community to make it a place where people feel as though they belong and thrive. He believes in "unity through community" which is not necessarily a religious message, but one of respect for others. He says, "we are all made equally, so we should all be cared for equally." Beautiful words.

Congratulations, Pastor Gibbs.

What is the King Charles III Coronation Medal? According to the Government of Canada website, it is given to individuals who have made a significant contribution to Canada. It is a circular medal, silver in colour and 32 mm in diameter.





Mature Adult Day

No membership fees!

Join us Every Tuesday

West Rouge Community Center
270 Rouge Hills Drive

Meet Your Friends or Meet New Friends

At 10:00 AM

And/Or

At 11:45 AM

Go For a Walk

- In the Rouge Park
- Along the Waterfront Trail
- Along the Highland Creek

Bring your lunch and join in the fellowship!

- Coffee, Tea, and Cookies are available
- Occasional Speakers
- Theme lunches



The Story of MAD (Mature Adult Day)

By Glenn Cockwell, President

Places to go, people to meet, and things to learn. When we leave the business of our work life behind us, we find we have time to be more in tune with our community.

In 1995, a group of friends gathered to do just that. They explored the many great walking trails that are in and around the Rouge Valley, caught up with friends' news over lunch and invited speakers to help them learn more about the world around them. They called their club, "Mature Adult Day" or MAD. (No affiliation with MADD Canada).

Over time, our club became an official program of Toronto Parks and Recreation, and as such, we do not charge a membership fee. All are welcome to join in our gatherings every Tuesday morning at the West Rouge Community Centre. For those wanting to get out and walk a bit, we meet at 10:00AM and head over to one of the many walking trails that are in and around our community. The walks are planned to finish in time for us to be back at the community centre by about 11:45AM. Our members that don't generally go for the walk meet up with us at this time, and then we all enjoy our bagged lunch together.

There is always coffee, tea and cookies available for a small sum of \$2.00.

On some occasions the club plans a special luncheon. The Octoberfest BBQ, Christmas Potluck, Pancake Day, Soup Day and our closing BBQ are all always popular. For a change of pace, we occasionally head out to a local restaurant. For the days we have lunch at the West Rouge Community Centre, we also arrange to host a speaker. The topics cover a huge range, from members' travelogues to the demonstration of a robot dog presented by OPG. Authors, historians, service providers, entertainers, subject experts, and more all fill out our program.

We are scheduled to resume our gatherings on October 7th. Our first few gatherings are dictated by tradition and by necessity. October 7th, the topic will be our annual, "What did you do over the summer?" informal get-together. October 14th will be our Annual General Meeting to detail our finances and to confirm the various members in the roles they have accepted.

October 21st will be our opening Octoberfest BBQ (Please note: we charge \$10 for this event and the tickets must be purchased at one of the previous gatherings. This will give us an idea of how many people are attending).

For more information, please contact the West Rouge Community Centre.





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Volunteer Opportunity: Secretary for the West Rouge Community Association



Are you ready to make a real impact in your community? Do you have a knack for organization, attention to detail, and a passion for seeing your neighborhood thrive? The West Rouge Community Association is looking for a dedicated **Volunteer Secretary** to join our team!



Key Responsibilities:

- Record and distribute meeting minutes
- Manage and organize official correspondence
- Schedule and coordinate meetings
- Maintain vital records and documents



What We're Looking For:

- Excellent organizational and communication skills
- Ability to attend monthly meetings
- Proficiency with basic computer programs (Word, email, etc.)
- A passion for community service and involvement



Time Commitment: Approximately 2-4 hours per month



Location: West Rouge (in-person and remote options available)

This is a wonderful opportunity to grow your skills, expand your network, and play a key role in shaping the future of West Rouge. Plus, your efforts will directly contribute to making our community even better!



Interested, or know someone who might be? Please visit www.westrouge.org/contactus send us a message on Contact Us form for more details! We'd love to hear from you.

Let's work together to build a stronger, more connected community!



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

See template for ad sizes.

- 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. If you need an ad created for your company, please discuss this further with Maddy.
- MS Word documents or MS Publisher documents cannot be accepted for ads.
- **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. See template for ad sizes and pricing.

Distribution

- *West Rouge Life* is distributed approximately 6-8 weeks following the submission deadline to all homes in the community and many local businesses.

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Black and White Units	Size
2 Units	3.5 x 2 1.75 x 4
4 Units	7 x 2 3.5 x 4 1.75 x 8
5 Units	3.5 x 5
6 Units	3.5 x 6
8 Units	7 x 4
10 Units	7 x 5
20 Units	7 x 10

Colour	
Inside Front Cover	8 x 10.5
Inside Back Cover	8 x 10.5
Back Cover	8 x 10.5
Centrefold Inside Spread (2pages)	16 x 10.5
Centrefold Inside Single	8 x 10.5
Centrefold Outside Single	8 x 10.5

Board of Directors



COMMITTEE/POSITION	NAME	EMAIL
Interim Presidents	Larry Whatmore and Kevin Narraway	
Treasurer	Sharon Stoute	sistoute@gmail.com
Secretary	Open Position	
Director, Advertising, West Rouge Life Magazine	Maddy Chandrasekaran	westrougelifeads@gmail.com
Director, Communications	David Wesseling	davidwesseling@gmail.com
Director, Membership	Larry Whatmore	larry.whatmore@rogers.com
Publisher, West Rouge Life Magazine Co-Director, Social Media	Rose Morra	WRLpublisher@gmail.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

ELECTED REPRESENTATIVES:

Gary Anandasangaree, MP, Scarborough - Rouge Park	416-283-1414
Vijay Thanigasalam, MPP, Scarborough-Rouge Park	416-283-8448
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	1-888-855-3336
Sparks / Brownies / Guides - Girl Guides of Canada, Ontario Council	1-877-564-6188
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	www.westrouge.org/contactus
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
École élémentaire catholique Saint-Michel	416-393-5421

Index to Advertisers



PAGE# ADVERTISER

5	Call Broker John Century 21 Leading Edge
30	Combined Insurance, a Chubb Company
2	Dan Hoffman / RE/MAX Rouge River Realty Ltd.
3	Flowers in West Hill
7	Gary Anandasangaree
34	Guildwood Physiotherapy
40	Husband for Hire
32	In Step Foot Clinic

PAGE# ADVERTISER

28	Nadia Negah / Home Life Today
3	RBC - Paul Hart
40	Riviera Barber Shop
40	Royal LePage - Eleni Paolozza
3	Royal LePage - Louie Saradin
10	TD Wealth - Andy Chawathe
12	The Medicine Shoppe
32	The Singing Painter
28	Wilson's Barber Shop

Center Pages

24	Black Dog Pub
22	Fierce Media
23	Fleury, Comery LLP
22	G & G Electronics
21	Kong Burgers
20	Ravine Auto Repair Centre

19	Royal LePage - Georgiana Woods
21	Scotia Wealth Management - Paul Casinathan
24	Tyler Shannik Franchise Partner Expedia Cruises
23	Woods By Design

Inside Front Cover

RE/MAX Rouge River Realty - Trish French

Back Cover

RE/MAX Rouge River Realty - Sophia Tan

Inside Back Cover

Royal LePage - Jill's Team

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MADDY CHANDRASEKARAN
ADVERTISING DIRECTOR
Email: westrougelifeads@gmail.com

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"Jill's Team is very professional in every aspect and they provided top notch service. A move from a condo to a Seniors' Residence is a challenge. Jill's Team handled everything from decluttering, booking of elevators, coordinating times with deliveries, movers, painters and staging smoothly and efficiently. The team was very knowledgeable of current market trends, extremely helpful and straight forward. Communication and feedback kept the family well informed. My family couldn't have been happier working alongside the team and we were extremely pleased with the end results. Highly recommend Jill's Team to anyone looking to downsize or move!"

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April 2025



137 Maberley Cres.
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April 2025



15 Island Rd. #41
Listed at \$598,800
SOLD \$653,500 in 4 Days
April 2025



3233 Eglinton Ave. #1606
Listed at \$578,800
SOLD \$578,800
February 2025



10 Guildwood Pkwy. #824
Represented Buyer
SOLD \$1,200,000
November 2024



39 Satchell Blvd.
Lawson/Meadowvale
SOLD \$1,115,000 in 4 Days
October 2024



445 Friendship Ave.
Listed at \$1,199,800
SOLD \$1,400,000 in 2 Days
May 2024



26 Dunwatson Dr.
Listed at \$1,499,800
SOLD \$1,510,000 in 1 Day
May 2024



124 Acheson Blvd.
Listed at \$1,150,000
SOLD \$1,255,000 in 1 Day
April 2024



24 D'arcy Magee Cres.
Represented Buyer
SOLD \$1,140,000
November 2023



88 Oakmeadow Blvd.
7 Oaks Community
SOLD \$1,450,000
November 2023



1886 Parkside Dr.
Represented Buyer
SOLD \$1,235,000
November 2023



334 Jaybell Grove
West Rouge Community
SOLD \$1,000,000
August 2023



287 Pendermere Parkway
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Sophia Tan

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