

West Rouge life

SPRING/SUMMER 2025 COMMUNITY LIFE IN WEST ROUGE



It's time to breathe
new life into our
Scarborough Civic Centre

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Growing
Together

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Power
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CREDITS

PUBLISHER
Rose Morra

EDITOR
Julie Purmalis

CIRCULATION
Fiona Wissborn
Ralph Wissborn

ADVERTISING DIRECTOR
Maddy Chandrasekaran

WEBMASTER
Kevin Narraway

SIGNBOARD
Kevin Narraway

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FALL/WINTER 2025 JULY 31, 2025
SPRING/SUMMER 2026 JANUARY 31, 2026

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



Photo Credit:
Colin Winn
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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
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- 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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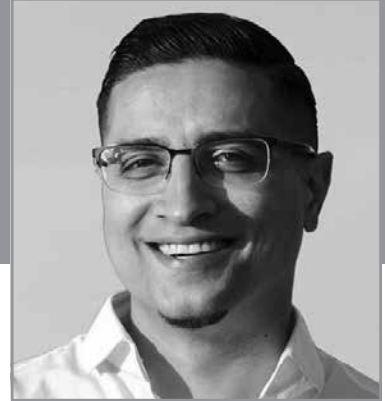
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President's Message

Reza Khoshdel



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

Dear Neighbours,

As we welcome a new year, I am grateful for the opportunity to address you as the President of our association. It is a privilege to be part of such a dedicated and engaged community, and I extend my warmest greetings to each of you as we continue working together to make West Rouge a place we are all proud to call home.

With the transition from winter's chill to the renewal of spring, we are reminded of the growth and progress happening within our neighbourhood. I am constantly inspired by the commitment of our members, who devote their time and efforts to strengthening our community. Our volunteers and board of directors play a vital role in this, and I want to express my sincere appreciation for their dedication and contributions. Their hard work ensures that West Rouge remains a welcoming and thriving place for all!

As we move forward, we recognize the importance of new voices and fresh perspectives in shaping our community's future. If you've ever thought about getting involved, I encourage you to consider volunteering or even joining our board of directors. Whether your passion lies in community safety, environmental sustainability, or outreach initiatives, there are plenty of opportunities to make a meaningful impact.

I also want to take a moment to remind members to renew their memberships for the year ahead. Your \$15 membership fee directly supports the initiatives and programs that help us serve our community. Your continued support allows us to enhance our neighbourhood and create opportunities for meaningful engagement.

Additionally, I am excited to highlight the new branded West Rouge street signs that have been installed atop many street signs throughout the neighbourhood. These signs are a wonderful way to promote and celebrate the strong community spirit of West Rouge, reinforcing our identity and presence in the city.

As we look ahead, I am excited about what we will accomplish together. By fostering connections, embracing new ideas, and working collaboratively, we can continue to build a strong, vibrant, and welcoming West Rouge for everyone!

Thank you for your ongoing support, and I look forward to everything we will achieve together in the coming year.

Warmest regards
Reza Khoshdel
President, WRCA



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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!

From the Publisher

Rose Morra

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



Look out! My eyes are wide open and how could they not be? There is so much to ponder over when you live in a community such as ours. A beautiful environment, filled with lots of greenery, water nearby, local transportation within walking distance, and I would be remiss not to mention the friendly neighbours. Geezers, you would think I was trying to sell the place!

Enough pondering and on to gratitude! I am truly grateful to have our community volunteers that so carefully support the distribution of West Rouge Life as well as attend and help out with local events. You are all so important to making this community feel inclusive.

Our 2024 Fall WRCA Annual General Meeting was met with a dynamic appearance by our Toronto Zoo guest speaker, sharing some fascinating projects ahead. How fortunate are we to have the zoo nearby.

To stay in touch with an upcoming event, go to: www.westrouge.org/events, become a WRCA member, or support your local centers. The amount of community spirit and volunteer participation that goes into all the events does not go unnoticed!

If you have a flair for writing, the WRL is always looking for keen and creative writers to contribute articles or if you are interested in volunteering in our fine community, please reach out to WRLpublisher@gmail.com.



Wishing all our community members, the warmest regards,
happy spring/summer,

Rose



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Please feel free to contact me:

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Dear Neighbours,

I hope the beginning of 2025 has been treating everyone well. I know I'm looking forward to the spring weather following the snow this winter!

Many of our local organizations celebrated big milestones last year, including the Toronto Zoo (50 years!), CCRA (75 years!), Toronto Pan Am Sports Centre (10 years!), Fernie Youth Services (60 years!), West Hill – Highland Creek Lions Club (80 years!) and St. Joseph's Catholic Church (170 years!). The residents of Scarborough–Rouge Park continue to go above and beyond in supporting one another and the organizations doing great work in our community, and I look forward to continuing this work with all of you this year.

Additionally, memberships for many of the committees and councils that make up City Council were adjusted in December.



Thank you MP Gary Anandasangaree for your hard work improving Rouge Park and your continued dedication to championing our community and green spaces.

As I continue in my role as your Deputy Mayor and City Councillor for Scarborough-Rouge Park, I will continue to chair the Infrastructure and Environment Committee.

I'm also thrilled to announce that I will be taking on a new role as Chair of the Toronto Zoo's Board of Directors in addition to my responsibilities as Deputy Mayor and City Councillor. I would like to thank Councillor Paul Ainslie for all of his hard work as the previous chair, and I'm looking forward to continuing to serve all of my constituents in Scarborough-Rouge Park, including the furry and feathered ones!

This year, I will also be sitting on the Budget Committee, Aboriginal Affairs Advisory Committee, Executive Committee, and Scarborough Community Council. In addition, I will continue to represent Toronto at Ontario Big City Mayors and newly represent Toronto at the Association of Municipalities of Ontario alongside several of my Council colleagues.

I'm looking forward to working with everyone to improve our city.

SPOT THE NEW STREET SIGN TOPPERS

New street sign toppers denoting the West Rouge community can now be found across the neighbourhood.

The "West Rouge" street sign toppers can be seen on street signs east of Port Union Road and north to Highway 401 within city limits and demonstrate the pride that West Rouge residents have for their community.

These signs were made possible by the advocacy of the West Rouge Community Association. Thank you to the WRCA for your work designing the signs.

DOGS' OFF-LEASH AREA PLANNED FOR WEST ROUGE

A new dogs' off-leash area is coming to West Rouge.

The off-leash area will be located on the north side of Lawrence Avenue East and Starspray Boulevard, next to the

Waterfront Trail and just west of Rouge Park.

Construction is projected to begin this fall and be completed late in 2025.

Project updates can be found online at the project **website: toronto.ca/LawrenceStarsprayOLA**.

NEW VISITOR CENTRE FOR ROUGE PARK UNDER CONSTRUCTION

In January, I joined Minister Gary Anandasangaree, Minister Steven Guilbeault, and other representatives to break ground on a new visitor centre for the Rouge National Urban Park.

Thank you to the federal government for bringing this investment to our Scarborough-Rouge Park community that will welcome local residents and visitors from all over to experience nature.

The new visitor centre will be constructed close to the Toronto Zoo and will feature engaging indoor and outdoor spaces to help visitors connect with Scarborough-Rouge Park's

beautiful natural resources for generations to come. It will also feature resources to educate visitors on the Indigenous, natural, cultural, and agricultural history of the Rouge.

Construction is now underway and the new visitor centre will be open in 2027.

In addition, the federal government is transferring land previously reserved for an airport to Parks Canada in order to expand the Rouge National Urban Park. The expansion will help protect critical green spaces and the rich biodiversity and ecosystems that can be found in our community.

Rouge Park is home to more than 1,000 species of plants, 247 species of birds, 73 species of fish, 44 species of mammals, and 27 species of reptiles and amphibians.

STAY IN TOUCH

If you'd like to get in touch or sign up for my e-news, please email me at **councillor_mckelvie@toronto.ca** or call (416) 338-3771.



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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



For decades, the looming threat of an airport on the Pickering Lands weighed heavily on our community. Expropriated by Transport Canada in 1972, these lands have long been a source of uncertainty and concern.

After 53 years of tireless advocacy, I was proud to finally stand beside friends and community members to announce that **the Pickering Lands will never become an airport**. Instead, our government is working to transfer the vast majority of the land, which measures approximately **8,700 acres**, to the Rouge National Urban Park — making it one of the largest urban parks in the world!

To the community leaders who attended meetings, wrote letters, rallied at town halls, or simply shared a vision for these lands — this milestone is yours.

Visit tiny.cc/RNUPMap to view a map of the Pickering Lands.

Trade war reprieves offer little comfort. The Government of Canada will take all necessary steps to protect Canadians, safeguard their livelihoods, and end the threat of these unjust tariffs.

REMOVING INTERPROVINCIAL TRADE BARRIERS:

Last year, over \$530 billion worth of goods and services moved across provincial and territorial borders, accounting for nearly 20% of Canada's GDP. With the looming threat of a trade war, internal trade has never been more crucial. Together with provinces and territories, we are making significant, fast-paced progress in removing these trade barriers, which will lead to lower prices and increased productivity — stay tuned!

STRENGTHENING OUR BORDER:

Canada and the United States share the world's longest peaceful border, spanning an immense 8,891 kilometres. What happens along this vast border has a direct impact on the safety of our communities.



MP Gary Anandasangaree joined friends, residents, and long-time advocates to celebrate the protection of the Pickering Lands and their upcoming transfer to the Rouge National Urban Park.

STANDING UP FOR CANADA: PROTECTING OUR ECONOMY & JOBS

In February, Canadians faced a reckless and unjustified 25% tariff from the United States — a move that would hurt families, workers, and businesses on both sides of the border. In this critical moment, Canada did not back down. United and unbowed, we prepared strong retaliatory tariffs and made a firm commitment to support our workers and businesses while also leaving the door open to formal negotiations.

That's why the Government of Canada invested \$1.3 billion to strengthen border security, taking decisive action to crack down on the smuggling of firearms, drugs, and human trafficking into our country. We've made significant progress in recent months:

- **Stationed nearly 10,000 frontline personnel** to protect and enforce the border.

- **Established 24/7 surveillance at key border hotspots** using helicopters, drones, and mobile towers.
- **Enhanced CBSA and RCMP tools and detection technology**, including new X-ray systems, mobile scanners, and handheld chemical analyzers.
- **Closed loopholes at the Canada-U.S. border by introducing new visa requirements**, leading to an **89% reduction in illegal crossings** into the United States by way of Canada since June 2024.
- **Creating a Canada-U.S. Joint Strike Force** to dismantle organized crime, along with **Canada's first preclearance operation** in the U.S. to stop illegal goods and inadmissible

people from entering Canada.

UPDATE ON CAPITAL GAINS TAX:

The Government of Canada will be delaying the planned increase in the capital gains inclusion rate until **January 1, 2026**. This decision will provide families and business owners clarity and stability in the upcoming tax season.

I've heard from many residents about these proposed changes, and your feedback is appreciated. I am committed to working with my colleagues to find a more sustainable way to fund essential services and support Canadian prosperity — one that is fair to families, doctors, builders, and innovators who play a vital role in growing our economy.

Member of Parliament for Scarborough—Rouge Park

GARY ANANDASANGAREE

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Anu Sriskandarajah

TDSB School Trustee - Ward 22,
Scarborough-Rouge Park

Please feel free to contact me:

416.395.8787 • anu.sriskandarajah@tdsb.on.ca



CLAYTON LA TOUCHE IS TDSB'S NEW DIRECTOR OF EDUCATION

I'm excited to share that Clayton La Touche is the new TDSB Director of Education. He began his career with the TDSB in 1994 before taking on roles at the Ministry of Education and York Region District School Board. Clayton is known for being a collaborative leader who cares deeply about student success and well-being. His appointment follows a thorough four-month search process led by the Trustee Director Search Committee that I had the honour of serving as chair. I want to thank Stacey Zucker for her excellent work as Interim Director during the transitional period. Read the full update at <https://www.tdsb.on.ca/home/ctl/Details/mid/43823/itemid/399>

TDSB 2025 ONTARIO BUDGET PRESENTATION

Our school board was one of the organizations invited to a consultation event to share ideas and suggestions about the 2025 Ontario Budget. The presentation to MPP Zee Hamid, the Parliamentary Assistant to the Minister of Finance, has been posted to the TDSB Budget webpage if you're interested in learning more. www.tdsb.on.ca/About-Us/Business-Services/Budgets-and-Financial-Statements/The-TDSB-Budget

During this presentation, the Board discussed ongoing financial pressures due to an inadequate funding formula. To fully support students and staff, Ontario and TDSB budgets must address the pandemic's lasting impact on mental health, the need for enhanced cybersecurity, and upgrades to school buildings. Providing the best education for Ontario's future requires significant investments in students, staff, and schools!

KINDERGARTEN REGISTRATION NOW OPEN

Register for English Kindergarten programs today! Children who will be four by December 31, 2025, are eligible to start Junior Kindergarten in September 2025. We cannot wait to welcome these young learners to TDSB schools.

Families can register their child online at tdsb.on.ca/kindergarten or in person at the school. Remember, even if you register online, you will need to validate your registration information in person at the school. Visit the Kindergarten at the TDSB, Before- and After-School Programs and Extended

Day Programs webpages for more information.

VIRTUAL DROP-IN HOURS: PATHWAYS TO CARE FOR MENTAL HEALTH

Did you know the TDSB offers drop-in hours for educational presentations that provide the knowledge and tools necessary to support the well-being of students at home and in school? Visit the TDSB website to view session dates and themes.

<https://www.tdsb.on.ca/Elementary-School/Supporting-You/Mental-Health-and-Well-Being-Professional-Support-Staff-PSS/Virtual-Office-Hours>

SPECIAL EDUCATION AND INCLUSION 2024-25 DROP-IN SESSIONS

Special Education and Inclusion is pleased to offer drop-in sessions for parents, guardians, and caregivers. These sessions aim to provide information and resources for accessing special education supports and services. Participants can ask questions, share experiences, and connect with other families in a friendly environment. Please see the flyer for upcoming dates and times. https://docs.google.com/presentation/d/1ikPieHXCm7jMFjSvfw1L6JOypowiQ--C/edit#slide=id.g30ec8f33ae6_3_0

AFRICAN HERITAGE (BLACK HISTORY) MONTH 2025

The TDSB organized a variety of events to celebrate the rich heritage of the people and nations of Africa and the African Diaspora in February. This year's theme was "Lift Every Voice." The theme was drawn from the iconic first line of the Black National Anthem, and encourages collective strength, unity, diversity, and resilience.

CHINESE HERITAGE MONTH 2025

During February the TDSB proudly recognized Chinese Heritage Month. This year, the Lunar New Year, also known as the Spring Festival, began on Wednesday, January 29. As we welcomed the Year of the Snake, we reflect on its symbolism of tenacity and transformation. Throughout the month, we hosted various activities and events to highlight the rich cultural traditions and contributions of the Chinese community.



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Photo credit: Colin Winn

It's time to breathe new life into our Scarborough Civic Centre

By Larry Whatmore, President, Scarborough Community Renewal Organization

Greetings, fellow Scarborough residents. Have you been to the Scarborough Civic Centre lately? Probably not. Why would you? Maybe that's a problem.

FIRST, A BIT OF BACKGROUND.

Those of you with long memories (like me) may remember back to 1973, when our new Civic Centre was officially opened by the Queen, which was a pretty big deal back then. I was there; just another curious kid who lived nearby and rode my bike there to witness the occasion.



For the next 25 years, the Scarborough Civic Centre was the nerve centre for our local government and our local school board; a beehive of activity for our Council and our public services, and for community engagement,

including Albert Campbell Square. It may have been a little off the beaten track back then, but the borough grew up around it, so it gradually became an epicentre of Scarborough civic life.

Then amalgamation happened, in 1998. While our Civic Centre retained symbolic importance as the host of our Community Council, its role as a centre of civic government significantly diminished, as the gravitational pull of political decision-making toward City Hall was both powerful and centralizing.

Fast forward another quarter century. Where are we now? The iconic building remains, but it's cavernous on the inside and is at risk of becoming a faded beauty without some TLC. Our councillors have offices there and the council chamber is used occasionally, but there are few municipal services and no senior staff there.

WHAT SHOULD WE DO?

When SCRO was formed in 2016, Mayor Tory asked us for three initiatives that he could champion through his office. SCRO responded. One of them was to bring 3,000 municipal employees back to Scarborough, mostly at the Civic Centre, to bring public services here and, just as important, to bring civic leadership out of the City Hall bubble; to raise the awareness of suburban perspectives when staff are making recommendations

to Council affecting Scarborough. It never happened.

In 2019, Council adopted the "ModernTO" plan workplace modernization program, to vacate leased space, renovate all of Toronto's civic centres, and bring some municipal jobs to Scarborough and Etobicoke. It was less than we had asked for, but it was a "glass half full", so SCRO was supportive. Construction was supposed to happen in 2022 and 2023.

Then COVID happened, putting renovations on pause, but then creating a different kind of "ModernTO" opportunity post-COVID, for renovation of the Civic Centre to support a hybrid working environment for City employees. We're still waiting.

We need to get this done. One of SCRO's recurring concerns is that the City's governance culture is too downtown-centric. Scarborough's civic advocates will always be pushing back against this as long as decisions affecting Scarborough are forged in the City Hall echo chamber.

Let's bring City services – and City decision-makers – back to Scarborough.

But breathing life into our Civic Centre will require more. It needs community engagement. Our Civic Centre should be a community hub for organizations providing services and provide civic engagement opportunities for Scarborough residents, similar perhaps to what we see in our recreation centres.

In short, our Civic Centre should feel like a public building, not just an office building. Perhaps that will be easier to achieve once the Scarborough subway extension opens (in 2031 perhaps?), when we can better connect this Scarborough jewel with our residents.

Last year, City Council adopted a strategic plan for the Civic Centre to advance some of these civic engagement goals. We all need to keep City staff and our Scarborough councillors focused on getting this one.

Larry Whatmore is the president of the Scarborough Community Renewal Organization, an all-volunteer, Scarborough-focused advocacy organization that strives to bring public policy attention to Scarborough's needs and also manages the Scarborough Walk of Fame. You can learn more at scro.ca and at scarboroughwalkoffame.com

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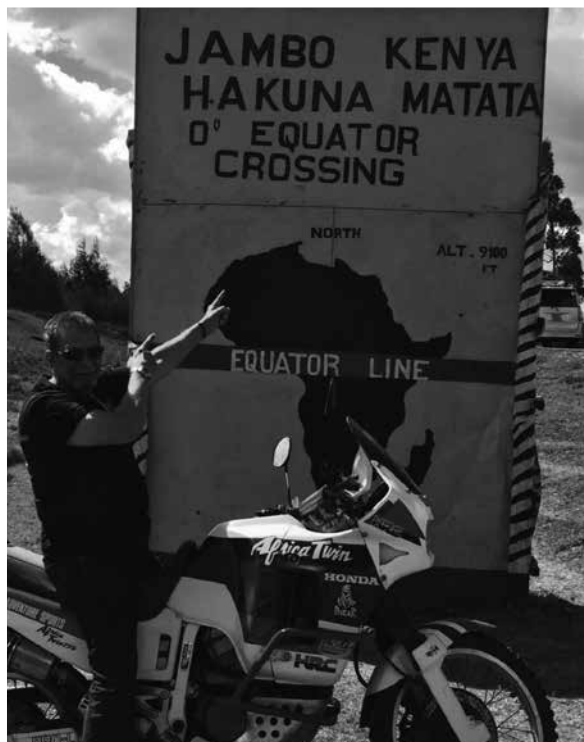


Know the backstory of your neighbour?

By Jey Dharmaraj



Being the talker that I am, while taking Buddi, my Bichon Frise, for a walk, I noticed a very colourful Goldwing motorbike in a driveway. I made a mental note of the location to make contact and noticed other bikes popping out on the driveway. This sparked my curiosity and voila, I met Alex Malik! We talked, and talked, and talked!



Alex has quite the story of living in several places before moving to Toronto in 1976. Alex's parents were from Pakistan, then they moved to Africa and finally settled in the UK. He was quite the fixer and extremely mechanical and took to fixing cars after training and getting his certifications. He began his journey at Owasco Volkswagen where he worked as a mechanic for six years. After more courses in electrical and mechanical auto repair, he launched his own auto repair shop. The more complex the car, the more he was attracted to fixing it. His auto repair shop ended up becoming quite well

known as the place where any car with any problem could be fixed, literally from the everyday car to the complex European car – just get it to Alex! You did not need to take out a second mortgage to pay for repairs as he operated both ethically and economically to make the service accessible to all. After all this time as an entrepreneur, he joined the Toronto Transit Commission, TTC, as a mechanic where he progressed quickly to become shop foreman before he retired.



Once Alex retired, he launched his own transportation company, purchased his own truck and drove his 18 wheeler as an owner/operator across North America moving auto parts to the United States and bringing back farm products. All this travelling brought him back to his first love which I soon discovered was not fixing cars, but traveling the world on a motorcycle; from PEI to California in his sixties, from the UK to Morocco and all of East Africa in his seventies! Alex has a veritable book of journeys and travel. Another adventure was Alex, leading a ten-car convoy all the way from the UK to Pakistan which took him six weeks, one way. Alex has numerous stories to share. He moved to West Rouge in 1988. He lives in West Rouge with his son Neil and he has a daughter who lives in Quebec. He still rides with a group of friends and is always on the lookout for an exotic destination.

West Rouge's Urban Forest

By Bob Hester

Five hundred years ago, the landscape of West Rouge looked quite different than it does today. Instead of paved streets surrounded by houses, the area was covered in forest. These trees were an invaluable resource for the indigenous peoples that lived here. They provided materials to build their homes, for transportation and for bedding. The nuts and berries that the trees produced were a source of food.

A transformation took place with the arrival of European settlers. Initially, trees were cut down to create space for agriculture and to produce wood for personal use and export. Later, urban expansion resulted in the construction of the many homes, commercial and industrial properties, and roads we see around us today.

We are fortunate to live in a transition zone between the southern Carolinian Zone to the south and the Mixed Forest Zone to the north. This means that a wide variety of trees grow here, including oak, maple, beech, walnut, hickory, pine and hemlock. Some of the oldest trees in our area can be found in the Rouge River and Highland Creek valleys, or on older streets such as Rouge Hills Drive and Ridgewood Road. Our neighbour on Rouge Hills Drive has a White Oak in front of his house that began its life long before Canada was a country! The photo accompanying this article shows two walnut trees at the edge of our property.



Trees provide many benefits. They beautify a neighbourhood with their greenery in the spring and summer and their spectacular colors in the autumn. They increase a property's value. They provide shade and reduce home energy consumption. They store carbon, thus helping to mitigate the effects of climate change. They remove pollution from the air. They help with stormwater management by taking up water. They promote biodiversity by providing food and habitat for a variety of wildlife; the acorns and walnuts produced by the trees on our property are harvested annually by both red and gray squirrels, while chipmunks feast on the many maple seeds

produced. Another biodiversity benefit is the opportunities the trees provide to a variety of birds to build nests and raise their young. Gray Squirrels build their homes both among a tree's branches and in the cavities found in older trees.

While all trees can provide some of the benefits identified in the previous paragraph, trees that are native to our area are best from an environmental perspective. They have evolved with the species of mammals, birds and insects that are native here and provide what those species need for food and shelter.

Much of the surface area of Toronto is private land, which leaves the responsibility for renewing the city's tree canopy in the hands of individual homeowners, businesses and

institutions. Native trees can be purchased at local garden centres. Care should be taken about where the tree is planted with respect to soil type and condition, natural light conditions and soil drainage. A newly planted tree requires care after it is planted, particularly frequent and thorough watering, to allow the roots to become established. It is also important not to damage the bark, to protect the roots and not to damage the tree through the use of chemicals or deicers. Advice on these points can be obtained from the location where the tree was purchased.

Much more information about Toronto's trees, including the range of species from which to make your choice for planting, can be found online in Trees, Shrubs and Vines of Toronto, prepared for the City.

All the information that you need for both programs can be obtained at www.toronto.ca/services-payments/water-environment/trees/. Additional information can be obtained at www.yourleaf.org/.

As you plan your landscaping for the spring, consider planting a native tree. The benefits to you and our local environment are significant.

Car Thefts on the Rise in Toronto

Tips to Protect Your Vehicle

By Blaise Kurucz

Car thefts continue to be a significant issue across the Greater Toronto Area (GTA), with thieves using increasingly sophisticated methods to steal vehicles. As winter sets in, police and insurance companies are urging drivers to take extra precautions to secure their vehicles, especially during the colder months when warming up cars is common practice.

Insurance Companies May Help with Anti-Theft Devices

Did you know that your car insurance provider might assist with the cost of anti-theft devices? Many companies have budgets allocated for such purposes, offering partial coverage to help protect your vehicle. It's worth contacting your provider to see if they can help with devices like:

- Immobilizers: Prevent the engine from starting without the correct key or fob.
- GPS Trackers: Allow you to locate your vehicle if it's stolen.
- OBD-II Locks: Secure the onboard diagnostic port, blocking thieves from reprogramming your car's electronics.
- Alarm Systems: Deter criminals with noise and flashing lights.

Work with Professionals to Safeguard Your Car

Several businesses across the GTA specialize in enhancing vehicle security. These companies can help relocate certain vulnerable components in your car, making it far more difficult for thieves to bypass your security systems.

The Risks of Idling Vehicles

Many drivers like to warm up their vehicles during the winter, but this practice comes with risks. Even if you take your fob with you after starting the car, the vehicle may still be driven away and will continue running for some time before shutting off.

A better alternative is to install a remote starter. This allows your car to warm up while remaining locked, ensuring that it can't be driven without the fob.

Stay Vigilant

Toronto Police Service encourages residents to remain vigilant and take proactive steps to prevent car theft. If you've fallen victim to a theft, report the incident immediately. Working together with local businesses and insurance providers can significantly reduce our risk and help keep your vehicle safe this winter.

For more information on protecting your vehicle, contact your insurance provider or your local Toronto Police Service division.

Blaise Kurucz #9165
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Did you know this about the Black Dog Pub?

By Jey Dharmaraj

Although I've been a resident of West Rouge since 2009, and I've enjoyed some experiences at Black Dog, there was so much I learned after chatting with Tom Mantis, the owner, and Brian Foss, the General Manager.



Modeled after a friendly, upscale authentic British Pub, The Black Dog was founded in 1993 on St. Patrick's Day. There was a strict dress code: no hats, plaid for service staff, and everyone was given a personal, "Hi and Goodbye", when they came in and when they left. Afternoon tea was served with scones. Tom, who took it over from George, the previous owner some years back, has taken it up many notches! He was not new to the catering business and had many years in the specialty pub and Deli business. He started Balmutos, a trendy Italian Restaurant in Yorkville, a German Deli, at a time when people travelled far to get specialty meats and chocolates, which he alone had. He also owns Magwyers in Ajax and The Fox Goes Free in Pickering – both very successful pubs.

Black Dog has numerous little nooks and rooms that could be used for business and fun events including intimate theme events

like weddings and specialty catering events. They have a beautiful garden that won the 2003 Trillium award for the best garden in Ontario. The wait staff are friendly and warm and enhance the Black Dog experience. Next time you are at the pub, try the Beef Yorkie and say hi to Tom or Brian. With all the ups and downs due to Covid, both Tom and Brian have stayed true to their vision to offer a quality experience and reach out to give back to the community

To share the richness of the Black Dog's commitment to engage and support the community is too much for just one issue of this magazine. Be it opening up the restaurant for the Reachers film, season 2 episode 3, supporting intergenerational clientele, supporting the annual West Rouge Junior Public Fun Fair, supporting West Rouge Schools to have co-op students, supporting Centenary Hospital, Fernie House, and helping refugee staff to integrate and settle in successfully there is nothing this local business won't support. For former events, attendees have included: numerous NHL teams, Mayor John Tory, Eddie Shack, Bobby Baun of the Toronto Maple Leafs and numerous others. They are also regular supporters of the 43 Division Police Community Committee, Picnic.

Thank you, Black Dog Pub!



A Community Growing Together

By Kirk O'Brien

WEST ROUGE, REFLECTIONS AND A VISION

For 20 years, I've been fortunate to call West Rouge my home along with my children and grandchildren. It's a place where mornings greet you with birdsong, evenings glow with neighborhood lights, and many people go out of their way to make the day special. Reflecting on our community's journey fills me with pride, gratitude, and hope for an even brighter future.

A NEIGHBORHOOD OF CONNECTION AND KINDNESS, BUT WE CAN DO MORE!

West Rouge is more than houses and streets; it's a tapestry of lives woven through shared experiences, mutual support, and a deep sense of belonging. I've seen neighbors become lifelong friends over backyard fences, families collaborate on projects, and businesses invest in our community. Small talk during walks often turns into DIY advice, neighborhood projects and inspiring creativity. These moments remind me of the value of shared knowledge and camaraderie. Take time to be out in our community, offer salutations, and if moved by the response, stop and continue the conversation as you never know what fruits may come from the exchange, or the next time you meet and greet each other by name.

THE POWER OF COMING TOGETHER

Our community shines when we come together. Seasonal decorating—from holiday lights to summer blooms—creates joy and pride that ripple through our streets. Events like block gathering, festivals, and safety initiatives bring us closer, filled with laughter, shared meals, and a collaborative spirit. Volunteers working tirelessly behind the scenes are

the heartbeat of West Rouge, and I thank you all. Volunteers are needed, whether you have only minutes, or have other constraints, as a neighbor you are valued and have impact.

A NEIGHBORHOOD THAT SUPPORTS ITS OWN

Local businesses are integral to West Rouge's success. From the corner coffee shop to the professional service, these businesses are more than service providers—they're partners in building a thriving neighborhood. Their sponsorships, discounts, and expertise during community events strengthen our local economy and interconnectedness. Stop in, chat with the owners, connect them to community activities.



LOOKING TO THE FUTURE

Our neighborhood's foundation of kindness, collaboration, and resilience offers endless potential for growth, if we all work it. Let's offer more greetings, out in public discussions and introduction, you never know what positives it might bring. Invest interest in our parks, playgrounds, and community centers to contribute joy to all ages.

A CALL TO ACTION

To my fellow neighbors: volunteer your time, share your knowledge, support local businesses, and reach out to each other. Together, we can ensure West Rouge remains a place where families and businesses thrive, where laughter fills the air, and where everyone belongs.

Thank you for making these past 20 years unforgettable. Here's to the next chapter of our incredible journey!

Photo credit: Colin Winn

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Pet's Corner

By Renee Petersen

Travel with your dog? Yes, it can be done! Planning ahead is key to a happy trip for all. We undertook a three-week camping adventure in Ontario with our four year old adopted standard poodle, Nellie, who became part of our lives in October 2020. Planning involved introducing her to canoeing, which she loves, although getting her to sit still is a challenge. She wears a canine life jacket with a handle; should she jump ship, we will be able to get her on board again (she only weighs 20 kg.). The camping trip was a huge success, Nellie proved herself to be a super camper, even though she had to be on the leash at all times.

Check with your veterinarian to make sure vaccines are up to date, bring along medical records just in case a visit to a veterinarian is needed while away from home. A pet first aid kit may include antibiotic cream, scissors (blunt nosed),

bandage materials, a thermometer, an ear cleaner – again, check with your veterinarian for the best things to include in your pet's first aid kit. A bag with brushes, extra leashes and collar, nail trimmers is needed as well. Microchip – yes. Name and contact number on collar – yes. Flea/tick / heartworm and intestinal parasite preventives – very important. Towels, sleeping mat, treats, enough food. For travel outside of Canada – check to see country requirements for bringing a dog along (or other companion animal). It is important to check ahead to see if your accommodation is pet friendly, if you need a crate for your pet for example. Flying with your companion animal? Check with your airline for specific regulations.

Wishing you happy travels and a great Spring/Summer season!





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The Zoo Report

Guardians of Wild



By Amy Baptista, Media Relations Coordinator, Toronto Zoo

Your Toronto Zoo is proud to announce the launch of Guardians of Wild 2025-2027, a transformative new strategic plan that redefines our role as a conservation organization operating a world-class zoo. This shift moves us from a guest-funded zoo with conservation programs to a community-funded conservation organization, reinforcing our commitment to wildlife protection and biodiversity preservation.



The reality for many species is simple: out of sight, out of mind, off the planet. Climate change and biodiversity loss are accelerating; we must act now. This plan strengthens our ability to deliver real conservation impact while continuing to connect people with nature in meaningful ways.

Accredited zoos like your Toronto Zoo are a critical part of ensuring a better future for wildlife and wild spaces. That said, we must evolve and change as maintaining the status quo is simply not good enough in our fight against extinction. Our commitment is to challenge assumptions and learn every day. The goal is to know better and do better in service to wildlife. We are living in a period of significant disruption, and we will continue to push boundaries and challenge the existing parameters, figuring out how to do things in fundamentally different ways.

Over the next three years, Your Toronto Zoo will focus on five key initiatives:

1. Save Canadian species by braiding traditional knowledge and conservation science to deliver

biobanking, conservation breeding and translocation programs.

2. Establish international standards and Canadian priorities for the biobanking initiative.
3. Make the Zoo a must-see destination, delivering customized experiences and facilities resulting in increased attendance and community engagement.
4. Connect every student in Toronto, York and Durham, with a Zoo visit enabling them to discover conservation science experiences and make memories that last a lifetime.
5. Embrace an innovation culture to build the most technologically advanced Zoo in the world.

We know science alone cannot stop biodiversity loss and climate change. If we are to achieve our vision of a world where people, wildlife and wild spaces thrive, we need to deepen our connections to the natural world, and our past, to ensure the future we all dream of. This is a critical component of creating real change, and our mission statement has evolved to reflect this commitment. Our new Toronto Zoo mission is to connect people, animals, conservation science and traditional knowledge to fight extinction.

As part of Guardians of Wild 2025-2027, a critical component to our success will be reaffirming our commitment to Truth and Reconciliation by deepening our relationships with Indigenous communities fostering opportunities for education, conservation, employment, and storytelling with First Nations, Inuit, and Metis partners.

Accredited zoos play a critical role in protecting wildlife and wild spaces, but the fight against extinction demands continuous innovation. Through this new strategic plan, Your Toronto Zoo is embracing bold new approaches, forging deeper connections, and taking action to secure a future where people and wildlife thrive, and we are asking people to join us as Guardians of Wild.

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Membership Report

Thank you for supporting WRCA in 2024



By Larry Whatmore, Membership Director, WRCA

Thank you! ... to all community members who invested in our community by becoming members of WRCA last year. You make it possible for WRCA to support so many great, local, volunteer-driven programs and events.

From time to time, I chat with people who are new here. They can't believe how much goes on in our neighbourhood, much of it driven by volunteers. You don't see this in most neighbourhoods. We should never take this for granted.

WRCA is proud to work in partnership with our local residents associations and community groups to support the programs and events that make our community so vibrant. And that's all thanks to you, our members.

OUR MEMBERSHIP DRIVE WILL BE RENEWING SOON

The release of the spring issue of West Rouge Life coincides with the start of our annual membership campaign. Many of you will be visited by your local street captain during the coming months. If so, please welcome them. They are volunteers who feel as passionately about our community as you do.

CARE TO DISPLAY YOUR COMMUNITY PRIDE WITH A LAWN SIGN?

Many community members allow WRCA to display a "Become a Member" sign on their lawn. We are grateful for this. Last year, we had almost 80 lawn signs on display!

Care you get one for your lawn? Please call or email me (see below). I would be happy to have you join our ever-expanding roster. We usually keep them up in May and June and then store them until next year.

PAY A LITTLE ... GET A LOT ... & HERE'S HOW

Pay a little. \$15. That's the amount of our annual membership fee. For many of us, that's a small "price of admission" to live in such a beautiful community.

Get a lot. Have your or your family ever attended events at West Rouge Community Centre, the Port Union waterfront, or Port Union Community Centre? Or played in West Rouge Soccer? Your community association helps to

financially support many community programs and events.

Here's how:

1. Welcome your street captain. They are all volunteers. Their service makes possible all that we do.
2. Mail or drop off your payment at West Rouge Community Centre. Many people do this too. We have a secure mailbox behind the counter at WRCC. They are very accustomed to receiving payments from community members.
3. Use PayPal. You don't need a PayPal account. Just visit our website: www.westrouge.org. Click on "\$15 membership". Scroll down. Pay quickly and securely.

Thank you to our wonderful Street Captains

Street captains are the backbone of our volunteer team. Without them, you don't get West Rouge Life and our annual membership campaign simply does not happen.

Did you know that WRCA has over 100 street captains? These are the people who deliver West Rouge Life to you and who ask you to become a member of WRCA every year. We are very grateful for their support.

A special welcome to **Mike Longaphie**, who volunteered to cover a vacancy on Rouge Highlands Drive. Thank you, Mike, for stepping up to serve our community.

At the time of writing, WRCA has no street captain or area coordinator vacancies! However, we have a few super-keeners who are carrying multiple routes. And vacancies can arise unexpectedly, so please contact me on a "no obligation" basis and we'll find the right fit for you. There are many ways in which you can help to make our community great!

Thank you all.

Larry Whatmore
Membership Director
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West Rouge Sports and Recreation Association Spring Report

By Louise Redgers Bonnycastle, President



“We put the Fun in living in West Rouge”

This was what I was told more than 15 years ago when I joined the committee that runs this organization. It has been an incredible experience giving back to the community that has given my family so many fun experiences. My kids loved the Easter Egg Hunt and Halloween parties when they were young. As they grew, I pushed them to volunteer to help with these events. They attended the Movie nights with their friends, painted faces during Winterfest, cleaned up the neighbourhood during Earth Day and sat through some special Jazz Concerts. It has made them good citizens that volunteer when asked, and continue to clean up the neighbourhood every time they paddle or skate on the river or walk in the parks. We are lucky to live in this special part of Toronto!

all kinds of beautiful things to gift or fill your home for the holidays. December had three well attended events: over 25 family pets had photos taken with Santa, a lovely bunch of families with kids of all ages had photos taken with Santa and left with cute decorations for their home! We had the best Carol Sing yet with a gentle snow falling, and shared it with paralympian Katie Pegg from our neighbourhood.

To start off the new year, we are holding a Family Skate on Family Day at Heron Park. The return of Family Movies in March and an outdoor Easter Egg Hunt on Saturday April 19 along with Earth Day on April 26 will introduce Spring. Earth Day will help you do your spring cleaning with a recycling event at West Rouge and Clothes Swap, Repair Cafe and Shred Truck at Port Union along with gardening advice and a native plant sale and of course a neighbourhood clean up event.



We need to all ask ourselves what makes a community? It is the people that live in the area that make it a community. We need more of you to help us keep the community spirit alive.

Over the last few months, we have run an incredibly successful teen/tween concert of Taylor Swift music with the band Afterglow. We sold every available ticket and would like to do another one. Our annual Fun Run on the Waterfront enjoyed decent weather and we are hoping to grow the event so if you have input, please email Paul@wrsra.org. October brought another great Halloween Party for the little ones. November 1 saw over 200 pumpkins gathered in the park behind the Port Union Community Centre for the Pumpkin Parade and our Artisan Sale was filled with

We are hoping for clear skies in May for another Star Gazing Event and of course our annual Parking Lot Sale in June (a neighbourhood garage/boot sale) will help clear out your previously loved treasures. Contact Barbara@wrsra.org for a spot or two. July will bring three more concerts in the Park at Port Union to carry on the Sunday tradition.

2024 was a Fun Filled year and we endeavour to make 2025 even better! Come join us!

Louise Redgers Bonnycastle
Email louise@wrsra.org
Phone 416-283-1938



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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.

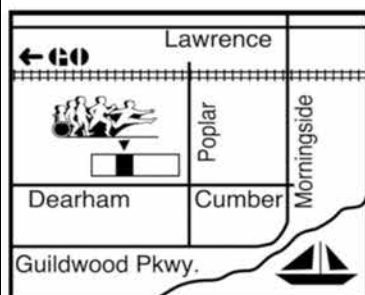


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Join Our Facebook Group to Keep West Rouge Safe

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.



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Power (and Parks) to the People

By Gary Anandasangaree, MP, Scarborough - Rouge Park

Rouge National Urban Park is a majestic public space; it challenges decades of unorganized urban sprawl that unfurled over Toronto's cityscape. At key junctures, community activists, Indigenous leaders, and neighbors took a stand against that development by carving a protected federal park into Toronto's expansive northeast end. This history of resistance runs through the park, and the Pickering Lands that we aim to add in consultation with the community.

For fifty-three years, community leaders challenged repeated federal plans to pave farms and ecosystems in the Pickering Lands to build an airport. Now, as we aim to bring the majority of the Pickering Lands under the federal and ecological protections of Rouge National Urban Park we see the vision of generations of grassroots organizers and community members realized.

The Pickering lands date back to the early 1970s, when the federal government proposed building a major international airport on farmlands. With minimal public consultation they expropriated 126 working farms, upending livelihoods and displacing families who had tended these fields for generations. Even as plans for the airport stalled, local farmers continue to rely on precarious one-year federal leases. Despite these obstacles, a diverse alliance of residents, farmers, Indigenous leaders, and environmental champions refused to concede that these lands were simply "undeveloped". Leaders like Dr. Charles Godfrey drew inspiration from the region's ecological, agricultural, and cultural riches in opposing the planned airport.

Public pressure against the Pickering Airport grew to a point where the federal government launched the Airport Inquiry Commission in 1974. Notwithstanding attempts by the Federal Ministry of Transportation to 'stack' the commission with sympathetic witnesses, the Commission's final report upheld what community members had been saying all along: the promised economic benefits of an airport were overstated, the project would exacerbate urban sprawl, and the airport would likely create "a thinning of jobs over the wider area." Plans for the airport were officially suspended in 1975.

Galvanized by their success, a generation of local advocates learned to organize, fundraise, disrupt, and challenge Toronto's 'inevitable' plans. This movement culminated in 2015 when Rouge National Urban Park was officially established under the stewardship of Parks Canada. Spanning 79.1 square kilometers and home to more than 1,700 species of plants, animals, and fungi (including the endangered Blanding's turtle), the park quickly became a symbol of community-driven conservation.

As we continue consultations with the community, we announced a plan this week that would see a significant portion of the former Pickering Lands transferred to Parks Canada, initiating a new chapter for Rouge Park. This expanded park will encompass more forests, rivers, wetlands, and farmland, stretching across Scarborough, Toronto, Markham, and Pickering forging deeper connections between urban and rural spaces. This expansion safeguards flourishing ecosystems and realizes the collective vision of the communities that made it possible. In this larger park, children will learn about the importance of nature and ecological conservation. Indigenous communities will see further recognition of their sacred landscapes, traditions, and ancestral ties. Farmers will continue a proud legacy of feeding the region, while adopting more sustainable practices alongside federal protections.

As we confront the twin challenges of climate change and rapid urbanization, Rouge National Urban Park offers a blueprint for community engagement and building ecological resilience. We are committed to working with farmers, Indigenous Peoples, environmentalists, and residents on the best use and preservation of these lands in the Greater Toronto Area.

To generations of community leaders, who attended public meetings, wrote letters, rallied at town halls, or simply shared a vision for these lands—this milestone is your victory. Rouge National Urban Park is a living testament to the power of collective action, and local organizing. We owe a debt of gratitude to all who dared to stand against the tide of unchecked development. They demonstrated that by championing the environment and respecting our shared heritage, the extraordinary is truly possible.

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Fernie Youth Services

Together, our community makes a difference!

By Bianca McNaughton

On February 22nd, 2025, the West Rouge community braved the freezing winter weather to support Fernie Youth Services in its 5th annual Coldest Night of the Year walk. With your incredible support, we raised an amazing \$42,300 for youth in our community experiencing hurt, hunger, and homelessness.



BEST COLDEST NIGHT YET

"Best" and "coldest" don't always go together, but this year they certainly did, with our most successful Coldest Night walk yet.

Thanks to Deputy Mayor Jennifer McKelvie for kicking off the event in earnest. Then 127 walkers, 18 teams, and a slew of dedicated volunteers from local schools, bundled up and headed out on a 2 or 5 km walk around the neighbourhood.

Thanks to our sponsors for their support, as Starbucks warmed us up with hot drinks, Port Union Bakery energized us with tasty treats, Majur Musik got us moving with classic winter tunes and our Rest Stop Sponsors, Heathbridge Capital Management Ltd., made sure our walkers were fueled up to finish strong. A special shout out to Calvin Campos for capturing the fun on camera, and to our business sponsors for the exciting raffle prizes.

FERNIE YOUTH SERVICES

Walking through the frosty streets served as a powerful reminder of the challenges too many young people endure daily. Funds raised from the event will directly benefit Fernie Youth Services' programs, which have been instrumental in supporting at-risk youth in our community for over 60 years.

Thank you to everyone who walked, donated, and volunteered! You made a real impact for the youth in your community who need it most.



Join us for a bigger and better CNOY on February 28th, 2026! Reach out to bmcnaughton@fernienyouth.ca to join our mailing list.

For more information on Fernie's programs, visit fernienyouth.ca.

Photo credit: Calvin Campos

From The Archives

West Rouge Community Association as a champion of environmental conservation.



By Larry Whatmore, Past President, WRCA

In the aftermath of the federal government's landmark decision to abandon plans to construct an airport in north Pickering, let's take a retroactive look at leadership and activism by WRCA and others over many years in support of local environmental causes.

The article below is from the West Rouge Community Flyer, winter 1989 issue.

Save the Rouge Valley System was established in 1975 under the leadership of Lois James to promote environmental conservation and oppose development projects in the Rouge, including a proposed dumpsite! Can you imagine? WRCA was heavily invested in the work of SRVS, being in our backyard.

In the 1990s, SRVS evolved into Friends of the Rouge Watershed, to promote the concept of a national park for the Rouge and to protect the Rouge watershed, the Oak Ridges moraine, the Duffins Agricultural Preserve, and other natural areas in Pickering. FRW has been a registered charity since 2001 and is still very active, under the long-time leadership of Jim Robb.

So how did this all turn out? Fast forward 35 years from the 1989 article below. We now have the Rouge National Urban Park and no Pickering airport!

Here is a testament to the importance of community advocacy. Advocacy is sometimes a long game and it can feel daunting for us as volunteers. But here is a concrete example of how sustained, passionate grassroots advocacy resulted in massive change that preserves and enhances the natural features

LET'S SAVE THE ROUGE VALLEY SYSTEM!!!

In the continuing efforts to preserve the last natural plant and animal habitat within Metro's boundaries, the Save the Rouge Valley System (SRVS) volunteers have been very active. They have organised slide presentations for Grade school children, nature walks and helped to trigger letter writing efforts to our politicians who can decide the future of the Rouge Valley.

The Annual General Meeting of the SRVS will be held on February 13, 1990 at Scarborough Civic Centre at 7:30 p.m.

The SRVS group would welcome more volunteers to help in setting up display booths and posters, preparing Press releases and Public Service Announcements for distribution to the news media, organising for the meeting etc...

There will be a Volunteers' Social (gathering) on December 9, and a Volunteers' Meeting on January 18, 1990. For further details, please call 287-1776 (SRVS).

Updates:

-designating the Rouge Valley a dumpsite is still a threat.

-the proposed highway through the Rouge Valley would pose a danger to preserving the sensitively balanced environment because of the run-offs, spills and pollutants of a highway. There is considerable pressure from developers to make this proposed highway, a reality.

-Bob Rae (Leader of the Opposition at Queens' Park) and John Fraser (Speaker of the House of Commons) have met with Jim Robb (Chairman of SRVS) and indicated that they are supportive of saving the Rouge Valley.

-in order to restore the historical Pearse House and locate it as a permanent site for SRVS activities, \$400,000 is required for its renovation and relocation. The City of Scarborough has already donated \$150,000.

SRVS will be celebrating its 15th anniversary.

Please continue your support of this worthwhile cause by writing to your MPP about saving the Rouge Valley or by volunteering your time and getting involved.

Benedicta Lian
Environmental Committee
W.R.C.A.

surrounding our beautiful neighbourhood. It also means our community is less affected by commercial development pressures, thanks to the absence of commercial activities in Rouge Park, which is now being expanded to incorporate lands previously set aside for the proposed airport.

The Rouge Butterflyway

By Karen Heiz, Volunteer Ranger, Rouge Butterflyway



The Rouge Butterflyway is looking ahead to another busy year in the community.

Events began in January with a table at Winterfest – we hope you had a chance to visit our table, learn about winter-sowing your own native plant seeds, and take home a container of soil/seeds to watch over until spring germination.



Planning for our fifth annual native plant sale began in February, and orders will be taken throughout April, with delivery of the plants in early-to-mid June. Watch local

Facebook pages for the catalogue and order form. This is an excellent way to introduce a few new inexpensive native plants to your yard while supporting local growers and our initiatives. We will once again be participating in Earth Day events at the Centennial Community Center; please come out and say hi!

Under the leadership of Katie, Kathryn and Millie, our “PollinateTO” team, the transformation of the gardens at the Tony Stacey Center began last fall. The soil was enriched with compost and shrubs were pruned back or removed. Some perennial plants were given away, some were moved to other locations, and many more were planted to fulfill a design focused on providing bees and butterflies with food and year-round shelter, while still providing beauty and enjoyment to the residents, staff and visitors of the center.

This summer we will remain active with the Tony Stacey center gardens. The large bed at Mowat is really starting to mature and weeds are less of an issue now. Improving the area at the front doors will be our focus this year.

We invite you to watch our Facebook page for gardening events and join us for an hour or two of camaraderie in the gardens. No experience is necessary – we are a friendly group and will get you started where you are comfortable. If you have suggestions for plants to sell or events to host, send us a message at rouge.butterflyway@gmail.com.



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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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
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Port Union Community Centre (PUCC)	416-396-4031
West Rouge Community Centre (WRCC)	416-396-4147

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Garry Tanuan, Catholic School Trustee	416-512-3408

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The Dukes of Harmony	dukesofharmony.com
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West Hill Baseball League	westhillbaseball.com
West Rouge Basketball	www.westrougebasketball.ca
West Rouge Community Association - Reza Khoshdel	reza.khoshdel01@gmail.com
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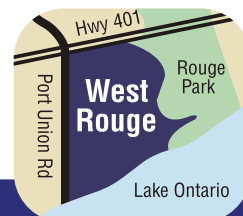
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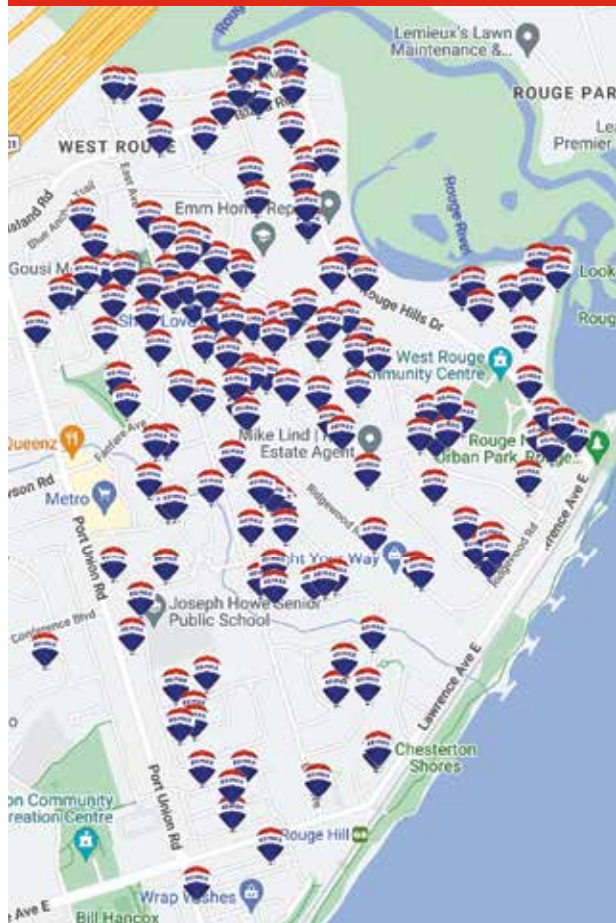


Thank you...

It has been an honour and privilege to serve so many families here over the past 35+ years. Thank you for your trust.

Trish

**2024 & 2025 SOLD BY TRISH
WEST ROUGE • SOLDS & REFERRALS***



SOLD 2024 • 104% OF LIST



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SOLD 2025 • 95% OF LIST



SOLD 2024 • 3 DAYS



SOLD 2024 • 100% OF LIST



SOLD 2024 • 99% OF LIST



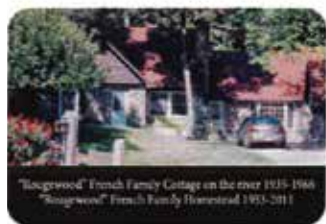
SOLD 2024 • 98% OF LIST



SOLD 2024 • 99% OF LIST



SOLD 2024 • 100% OF LIST



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