

Beaches

Premier Edition – April 2008

life

Spring...
hurray!

**What
Women
Want**

Coming & Going...

In the Spotlight

I've got a Secret!

my.tech

**from Beaches
to HOLLYWOOD**



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Beaches|life your community HUB to the Beaches www.beachesliving.ca



DIRECTOR
Hong Zhao
EDITOR & WRITER
Beth Parker
GRAPHIC DESIGN
Ted Niles, Hong Zhao
COVER PHOTOGRAPHY
www.istoica.com
ACCOUNT MANAGER,
ASSISTANTS
Deborah Smith, Danielle Landry,
Fran Battaglia, Colin Nemes

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Your comments and suggestions are welcome.

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

**For
Advertising
call**

416-690-4269

info@beachesliving.ca

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Beaches Entertainment Update



Live Opera & Fine Dining in the Beaches hits home-run!

When *The Metropolitan Opera: Live in HD* came to the Beaches at the Alliance Cinema in the Beach, we recognized a unique cultural opportunity. We would give many local residents an unforgettable experience by combining some of the world's greatest operatic performances with fine dining at one of our local restaurants. The show on April 5, 2008, Puccini's *La Bohème*, was sold out!

For first timers, *The Metropolitan Opera: Live in HD* is a casual and affordable way to introduce themselves to opera. For opera lovers, it's a great chance to see the best performances, live from New York City, and enjoy fine dining at a local restaurant, both for less than the cost of a regular opera ticket.

When I found out about Live Opera in HD & Fine Dining, I had to check it out. Having never been to an opera before, this was a perfect opportunity to give it a try, with a prix fixe dinner afterward at one of my favorite restaurants.

I chose Puccini's La Bohème. It was stunning.

I would highly recommend this experience to opera novices as well as seasoned opera patrons. Our dinner and friendly conversation with a small group afterward highlighted the experience. It's the next best thing to being there – no opera glasses required!

Fran Battaglia

There are still three more performances left for this season and the opera will return to the Beaches in the Fall - don't miss out and plan on coming out!

For the Opera schedule and the list of local restaurants and prix fixe menus, visit www.beachesliving.ca. Purchase your Opera & Fine Dining package at the Alliance Cinemas in the Beach box office at 1651 Queen St. E.

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working with
nature

Tips for budding natural gardeners

More and more gardeners are going green beneath the trees. Here are some tips to turn your garden into a pleasant, low maintenance sanctuary!

Don't be too tidy

A bit of "weediness" is a good thing. Remember, bugs often prefer weeds to the plants you are growing. Also leaf litter and a woodpile provide critical shelter for overwintering butterflies and beneficial garden insects. Leave the snag from a dead tree and you might discover a woodpecker family using it as their new home.

Do use mulch

Shredded leaves and organic materials control weeds with little work, improve soil moisture retention, and restore the natural cycle by allowing nutrients to return to the soil through the fermentation layer.

Learn about the main alien invasive plants in your area

Make sure not to let these take hold in your garden. You can do this with weedy plants by preventing the plant from going to seed. For very weedy areas, use black plastic or a thick layer of cardboard and mulch to smother plants, or in the case of the black plastic, to cook them over the summer.

Don't over water

Water only when absolutely necessary and when you do, make sure you do it slowly and deeply for a long time. Grass should be allowed to go dormant in late summer for a healthy natural rest.

...continues on page 6





What Women Want

Watch out for the following fashion trends this spring:

- Lots of yellow
- Cropped jackets
- Dresses in all colours plus lots of black and white
- Dress shorts (just above the knee) worn with or without matching jackets
- Oversized sunglasses
- Tribal prints
- Peep toe shoes

We asked Image Consultant Anne Sowden to update us on this season's "look":

Patterns. This season anything goes from graphic prints and patchwork to florals and stripes. The choice is yours. If you're not sure about patterns, start with something simple like a top or scarf—yes, scarves are back again. Or, think about adding a patchwork bag or flowered clutch. Any of these items will update your look without being a major investment. Although the trend is to mix and match patterns, I think that is really only for fashion shoots. Real women need to keep it simple and stylish.

Anne Sowden, AICI CIP, Here's Looking at You, is a certified image professional and President of the Toronto Chapter of AICI (Association of Image Consultants International).

Consider the supply chain

Your garden is its own eco system. As much as possible, try to close the loop at home by using your own compost, harvesting rainwater or creating a rain garden, recycling pots and plastic, supporting local organic native plant and heritage nurseries, and of course, sticking to natural organic products.

Once you have a diverse healthy ecosystem in your garden, many previous "problems" will take care of themselves, with little need for intervention from you.

Courtesy of Helen Mills, Green Gardeners Community Collaborative Inc. www.greengardeners.ca

Spring New Arrivals

For Men & Women

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Enjoy Entertainment in the Beaches *in a new way!*

Beaches Entertainment Pass

my Pass

For \$20 per single pass, enjoy a weekday* evening movie at the Fox Theatre and get a \$17 certificate for one of our selected, local participating businesses (including shops and restaurants).

*Single movies passes are valid for Monday through Thursday only.

my family Pass

For \$40 per family pass, enjoy Saturday* afternoon matinee at the Fox Cinema for a family of four (two adults and two children 12 and under), and get a \$25 certificate for one of our selected, local participating businesses.

*Family movie passes are for Saturday afternoon matinees only.

Participating Local Businesses

- AIX-EN-TRIC Jewellery, 2144 Queen St. E.
- Crown of Jewels Salon and Spa, 1230 Kingston Rd.
- Denton Design, 2194 Gerrard St. E.
- Ella Minnow Children's Bookstore, 1915 Queen St. E.
- Fox Theatre, 2236 Queen St. E.
- GeniusLoc Fine Flowers, 2142B Queen St. E.
- Gymboree, 1089 Kingston Rd.
- Ivory Parade, 2096 Queen St. E.
- Joy's Bistro, 884 Queen St. E.
- Memories Now and Then, 992 Kingston Rd.
- Mendocino Fashion Outlet, 2020 Queen St. E.
- Motophoto, 2072 Queen St. E.
- My Bump Maternity, 944 Kingston Rd.
- Nevada Steakhouse, 1963 Queen St. E.
- Paramedical Skin Health, 2120 Queen St. E. #201
- Pippins Tea Company, 2106 Queen St. E.
- Spiaggia Trattoria, 2318 Queen St. E.
- Threads Lifestyle, 1842 Queen St. E.
- Totto Spa and Salon, 2271 Queen St. E.

More businesses will be added.

Visit www.BeachesLiving.ca
Entertainment Pass

for a complete list of businesses currently participating in this program.

Purchase your Entertainment Pass at the Fox Theatre, or one of our participating businesses.



Beaches Entertainment Program is brought to you by:



Summer Camps



SUMMER CAMP

Mini Summer Camp

For girls and boys ages 3 to 5

A typical day at camp will include various combinations of creative movement, ballet, jazz, tap, acro/gymnastics, singing and story time, yoga stretch, art workshop. Daily outings and much more!

SESSION DATES (5 days per session)

July 7 to 11; July 21 to 25; August 18 to 22

Junior Summer Camp

For girls and boys ages 6 to 11

A typical day at camp will include various combinations of ballet, tap, jazz, musical theatre, modern, yoga stretch, choreography, arts and crafts, daily outings, and much more!

SESSION DATES (5 days per session)

July 14 to 18; August 4 to 8; August 11 to 15

2181 Queens Street East, Unit 204
(416) 686-0246 www.creswelldanceacademy.com



Summer Camps at Variety Village

Are you a parent looking for a fun way to keep your kids active and busy this summer?

Variety Village offers a broad range of integrated full-day camps for participants of all abilities, ages 4 to 20+.

For more information, visit our website at www.varietyonario/village/camp.htm; contact Ben at 416-699-7167 ext. 254. or bscholes@varietyvillage.on.ca.



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Gymboree Toronto
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Newborn - 5 yrs

Coming Soon...

Beaches Kids Program Open House is Coming in July

Watch out for a special Kids Program Open House in the Beaches *life* June issue. It is a living showcase of all kids programs available in the Beaches for parents and their children to explore and choose. The programs are in all areas: music, sport, science, arts, computer, playgroups, tutors, after school programs, and much more.

If you have a kids service, or would like to participate in the Open House edition, let us know. We will send you more details.

Contact us at: Kids Program Open House
kids@beachesliving.ca
or call 416.690.4269



my Secret Beaches Spot

Come rain or shine, three times a week I pass this fresh, beautiful spot on my walk to fitness class. The striking view catches my eye every time. When it is sunny I stop and take photos, always finding a different angle or another way the light shines. The image is stronger in the winter when the leaves are off the birch tree, something I miss in the summer. This must be the reason each fall and winter I rediscover this magical view – a real joy in my weekly routine.

Hong Zhao

answer to win

Do you recognize this view? If you can tell us where the photo was taken, you become eligible to win a movie pass for two for the Alliance Cinema in the Beach or the Fox Theatre. Three winners will be chosen. Contest closes May 15, 2008.

Email your answer to: info@beachesliving.ca

your secret Beaches spot

Send us a photo by email or mail plus a 75-100 word description of your Secret Beaches Spot and Beaches|life may feature your place (not so secret now!) in an upcoming issue.

Email us at: info@beachesliving.ca

Beaches Living Guide Spring/Summer is on its way!

After five years of publication and community support, Beaches Living remains dedicated to the success of our local business community.



It was a pleasure to work with the friendly team at the Beaches Living Guide. Their team was willing to come to the branch and meet at my convenience, equipped with customized marketing solutions for our business needs. As our business is also about providing customers with solutions, I appreciated their proactive approach and creative advice.

Erin Shields, RBC Royal Bank Branch Manager

Beaches Living, your local business partner in the Beaches.

For information about Beaches Living Guide, Beaches|life magazine, contact us at 416-690-4269, info@beachesliving.ca



from Beaches to Hollywood

**Actor
Katie Boland
Film maker
Gail Harvey**

Like many Beachers, Katie attended Malvern Collegiate and made lifetime friends, including one of the most influential people in her life, her high school drama teacher, Mr. Lehrer.

Katie was a toddler when she saw her first film, Superman, at the Beaches Fox Cinema. Apparently she waved to her hero on the screen.

Since landing in LA, Katie has worked with many famous stars including Sir Peter Ustinov, Shirley MacLaine, Rachel Blanchard, Kirstie Alley and Scott Speedman.

Katie currently is working on four films: Adoration directed by Atom Egoyan, Growing Up with Rosanna Arquette, Dancing Trees (in which she plays an autistic savant) and The Note.

Her favourite CD is from a local band "Down With Webster" that started in the Beaches and has been popular with young people in the Beaches for years.

Katie's #1 choice of food is Sushi

Katie's mom, Canadian film director, artist and photographer Gail Harvey, trained at the Canadian Film Centre with Norman Jewison and is a long time Beaches resident.

In 2004, mother and daughter worked on the film "Some Things That Stay", directed by Gail and starring Katie.



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Club Ink (www.clubink.ca) - a large format digital printing company is moving to a new location this Spring and has Studio space available for rent that would be suitable for:

- ◆ Photography
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- ◆ Marketing
- ◆ Advertising
- ◆ Any business that requires large format printing

The street level store front is approx. 250 sq.ft., newly renovated, bright with lots of natural light.

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Email Tips for effective communication, at home and at work

- 1 First name**
Call your recipient by name. It is more personal and gives the feeling of one to one communication.
- 2 Name your subject**
Name your subject to attract your reader's full attention and make it easier to retrieve the message later. Note that too attractive (or funny) a subject line might be interpreted as spam.
- 3 Send a quick reply**
Send a quick reply if you cannot get back to the sender right away so they know that you've received the message.
- 4 Get to the point**
Get to the point, stating the purpose of your message right after your greeting. Separate each topic (not more than 3) by paragraphs and limit content.
- 5 Copy & paste**
Copy & paste email addresses to avoid misdirected emails.
- 6 Attachment**
Tell people about attachment(s); otherwise they might not look for one.
- 7 Reply all - don't**
Avoid REPLY ALL unless everyone really does need to know your answer!
- 8 Pick up the phone**
Know when to pick up the phone or visit face to face when email get confusing or you suspect any kind of miscommunication.

Only Three Performances Left! Don't miss out...



Experience
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& **Fine-Dining**
in the **Beaches**

February 16 - May 10, 2008
Saturday Afternoons

For \$52 (tax incl.), experience this unique cultural event with The **Metropolitan Opera: Live in HD** on the Big Screen at Alliance Cinemas in the Beach and **Fine Dining** at one of our local selected restaurants.

Purchase your Opera & Fine Dining package at Alliance Cinemas - the Beach box office: 1651 Queen St. East.

For Opera & Fine-Dining package info and detailed Prix Fixe menus, visit: www.beachesliving.ca

For more information, contact **Beaches Living** at: 416-690-4269 or info.beachesliving.ca

Available Performance Dates

Puccini's La Boheme (Italian)
April 5, 2008, 1:30 pm – 2 hr. 55 min.
Encore performance: May 3

Donizetti's La Fille du Regiment (French)
April 26, 2008, 1:30 pm – 2 hr. 45 min.
Encore performance: May 10

Participating Restaurants:

Ci Vediamo Ristorante, 416-694-5966, 1910 Queen St. E
Erato Passionate Greek Cuisine
416-465-1561, 1419 Danforth Ave.
Joy Bistro, 416-465-8855, 884 Queen St. E
Michelangelo's Fine Italian Cuisine
416-698-4891, 1910 Gerrard St. E
Michelle's Beach House, 416-693-4454, 1955 Queen St. E
Nevada Restaurant, 416-691-8462, 1963 Queen St. E
Spiaggia Trattoria, 416-699-4656, 2318 Queen St. E



LIVING LIGHTING IN THE BEACH

BRIGHT IDEAS FOR LIGHTER LIVING

If you're looking for a unique, quality lamp or fashionable lighting fixtures at a competitive price, you're bound to get lots of bright ideas at Living Lighting, in the Beach Home Decor (1841 Queen Street E).

Store manager, Norton Abramson, estimates he has about 1,000 lamps and fixtures hanging from the ceiling, adorning the walls or decorating the floor. Customers also will find a wide assortment of lighting-related accessories such as lampshades, dimmer switches, and of course, light bulbs of all descriptions.

Living Lighting in the Beach represents leading North American manufacturers in the fashion lighting market, including brands such as Artcraft, Hinkley, Murray Feiss, Schonbeck, Casablanca, Juno, Kichler and Hubbardton Forge. The products range from decorative chandeliers, wall fixtures, to floor, table and wall lamps, exterior fixtures, landscape lighting, ceiling fans, track and recessed lighting.

A recent trip to Living Lighting revealed another pleasant surprise – the store offers the latest in home fashion décor beyond lighting. Displayed and tucked in corners and on walls is a selection of mirrors, framed prints and accent furniture.

Living Lighting offers free, in home technical and design consultation to customers through the

services of its staff, including an interior designer. The service is a big help in estimating the number and placement of recessed lighting fixtures, or deciding the best way to provide adequate, attractive lighting in a particular room or space.

Better, spacious presentation

The space at 1841 Queen East may be new (opened May 2007), but Norton has owned the store in the Beaches for 21 years. He encourages both returning and new customers to experience the new, more spacious location.

...continues on page 16



in the spotlight

“The parking is better,” he says, “and the location is easier to get to from almost any direction. Because of the size and shape of the store, it is easier to walk around and view the items – plus we now carry a wider assortment of product”.

Customers aren't having trouble finding Living Lighting. Some have been returning for 21 years, and others travel to the Beach from outside the area.

Quality, price and style

“Customers want quality,” says Norton, “And unique styling. We've got a wide selection here and you can get that high end look at a moderate price.”

Living Lighting is a franchise and customers benefit from the buying power of the 33 Living Lighting stores across Canada.

Norton attends two massive North American lighting shows each year to learn about new trends, select inventory, and bring the latest fashions to his customers at extremely competitive prices.

More than just lights

For Norton, it's not just about making that initial sale. Long term relationships are the foundation of his business.

“Customers want quality and unique styling”

He describes a recent incident when a new customer came into the store looking for a particular fixture style. Norton encouraged her to have a closer look at items she might like better. She returned home more informed and determined to reassess what she needed before making her purchase.

“I came into the store just expecting to buy a light” she explained, “But now I realize I have many lighting options for decorating my home.”

This, in the end, is what Living Lighting in the Beach is all about – making sure customers get what they really want.

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coming, going and on the move

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HSBC Bank Canada—Beach Branch, 1847 Queen St. E.
Tails, 1953 Queen St. E.
Tex Mex Connection, 1959 Queen St. E.
Natural Fit (coming soon), 1983 Queen St. E. 2nd floor
Amuse, 1975A Queen St. E.
Bikkuri, 2197 Queen St. E.

On the move

Club Ink, Moved to 2195 Gerrard St. E.
Inner Directions Relationship Centre,
Moved to 1560 Queen St. E. Suite 202
Quilter's Garden, Moving to PEI. 1-888-262-5925
Rose Garden & Home Decor, Moved to 998 Coxwell Ave.
Syllogy Custom Framing & Mirrors,
Moved to 1919 Queen St. E. (across the street)

Re-openings

Nevada Steakhouse, 1963 Queen St. E.
Reopened in early April 2008, after renovation
Yummy Yummy Ice Cream Parlour, 1921 Queen St. E.

Thank you and best wishes

Beach Corner, 2100 Queen St. E.
Bliss Hair Design, 2198A Queen St. E.
Formcraft FC Fine Jewellery, 1885 Queen St. E.
Froosh Handmade Body Treats, online www.ifeelfroosh.com
Gardenscape Ltd., online www.gardenscape.ca
Closes after 10 years. They will be missed in the Beaches community.
Home Concept, 2144 Queen St. E.
Queen Bargains, 2116 Queen St. E.
Shananigan's, 1846 Queen St. E.

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



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HUB

Beaches|life

Your community HUB in the Beaches
www.beachesliving.ca

Beaches|life

is published six times a year:
February, April, June,
August, October & December.

For the June issue,
the deadline is **June 1, 2008.**

For Advertising Information
call 416-690-4269, or
email info@beachesliving.ca

Reopened under new ownership. Same great menu with more vegetarian options, friendly and inviting new atmosphere.

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B · I · S · T R · O



“Leslieville’s Premier Bistro”

Joy Bistro offers exceptional and ethical food. We use local produce, naturally-raised meats and sustainable fish. Seasonal menus reflect the finest of Ontario's agriculture. All our pickling, preserving and smoking is done in-house. That way we can ensure the best quality year-round and leave the smallest environmental footprint we can. During our lush Ontario growing season, expect only the freshest and best of our local bounty at Joy.

Chef Bryan Burke

DINING
PATIOS – BSIDE & JOY
EVENT BOOKINGS
WEEKEND BRUNCH

OPEN DAILY – 11am
WEEKENDS – 8am

884 Queen Street East
(one block west of Logan)

416.465.8855

www.joybistro.com