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Summer Just picked, Yummers! farm fresh.

Ways to get loyal customers

On the Cover

Music by Down With Webster

My secret Beaches spot



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Deals of the month!

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Beaches stores closed on holidays... why?

Neighbourhood Updates

DISCLAIMER: Beaches Living Guide has made every attempt to verify all

information published in this guide, however, we assume no responsibility

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



for any incorrect or out-of-date information.

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

Beachesilife magazine is the sister publication of Beaches Living Guide (established 2004). Beachesllife magazine, with a circulation of 20,000, is delivered six times a year. free of charge, to the majority of households and businesses in the greater Beaches area.

Your comments and suggestions are welcome.

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

For **Advertising** call

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good reasons to celebrate the summer with fresh, high-quality foods grown and produced in Ontario!

Fresh and tasty

Local farm fresh produce ripens naturally before it is freshly picked!

Provides more nutrition

Food freshly picked and naturally ripened gives you maximum nutrition, vitamins, iron, and minerals.

Helps make Ontario a better place

By buying locally, you are helping to make Ontario a better place to live, work and play!

Connects us to the farms and people who produce the food we eat

It is important to understand where and how our food comes to us, care about those who grow it, and the importance of farming to our economy.

Makes us feel good!

Buying food products close to home is good for the environment because it reduces pollution from extra packaging and transportation.

CAFÉ Corentin Beaches Best Espresso Gourmet pastries and sandwiches Open 8am – 8pm, 7 days a week 2010 Queen St. East 647-341-2936

local meat & produce

Find fresh meat and locally grown produce at our neighbourhood stores, such as:

Meat on the Beach (1860 Queen St. E) Chopping Block (2256 Queen St. E)

local farmers' markets

Birchcliff Village Farmers Market St. Nicholas Church, 1512 Kingston Rd, 416-819-1590

Fridays, 3-7 pm, www.marketsbythebluffs.com

East York Farmers Market

East York Civic Centre, 850 Coxwell Ave Tuesdays, 8 am-2 pm (until November 4)

East Lynn Park Farmer's Market

East Lynn Park, Danforth Ave. just west of Woodbine Thursdays, 3-7 pm

The Friends of Riverdale Farm's Farmers' Market Winchester St. at Sumach St 416-961-8787 Tuesdays, 3-7 pm

> For a yummy Strawberry Soup recipe see page 9.

The best time for seasonal fresh produce can be found on page 13.

the joy of pick-your-own

Ontario has a great number of farms that allow you to "pick-your-own". Gather up the family for a country drive and your seasonal fresh choices. For more information, visit:

www.harvestcanada.com www.foodland.gov.on.ca



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Down With Webster



rever wonder where those school talent shows lead? L'Down with Webster has made it big ever since a local talent night at Glen Ames School in the Beaches.

Webster is comprised of 8 of the Beaches "favourite boys" (7 band members and a stage manager) aged between 21-24. Today they tour across the country and play Toronto clubs like the Docks and the Opera House, bringing an energy-packed live show to a growing fan

Described by one ardent fan as "musical super heroes", Down with Webster was recently voted Canada's best unsigned act through a national Rogers/Redpipe contest, which included a \$25,000 prize. They're planning on using the prize money to throw a BIG Party for their fans this summer or early Fall. Watch for the time and place.

They have been together for 10 years. Four of the members first met in Berlin while part of the Canadian Youth Orchestra. The others met at Glen Ames School in

Their music defies a neat definition, described by some as ■ "real music". It appeals to young music fans as well as the generation of their parents and yes, even grandparents.

Cince 2003 they have been full time musicians, Operforming across Canada. When they go on tour they pack their RV called "the Hurricane", with 500 packages of frozen dinners and lots of beer.

When asked what would you be doing if you weren't being "Webster" they replied, "astronauts, circus performers or playing in a symphony orchestra!"

The most exotic place they toured (apart from Halifax!) was Dubai.

Our Own **Beaches Boys**

Three things Down with Webster wants everyone to know:

- 1 They are involved in fundraising for Canadian Youth Circus for underprivileged kids. They eventually hope to invite them to join the Websters on stage to perform together.
- 2 Tour manager, Johnny Bang, is training to be an "Ultimate" fighter (see him on Spike TV).
- 3 Fans can expect a late night performance by Down With Webster somewhere in the neighbourhood during the Beaches Jazz Festival.

Band Members include: Tyler – bass & piano, Marty – drums, tambourine & triangle, Pat - guitar & vocals, Bucky - vocals, Ferris - D.J./turntables, Kap - hype man, Cam - vocals (John - tour manager)







After seeing the title "What Women Want" in April's Beaches life, many men are saying, "we know what men want." So, we want you to tell us.

If you're a guy, email us what you want. We will select the most creative, interesting and popular answers and publish them in the August issue of Beaches life magazine.

Email your answer to: info@beachesliving.ca





No personal information will be printed.





1841 Queen St. E. (one block west of Woodbine Ave.)

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Bring your parents to... the Beaches Kids Program Open House

Come to learn about and explore kids programs available in the Beaches. Meet face to face with program organizers, teachers, coaches, etc. Featured programs include:

> Music ★ Sports ★ Arts ★ Science ★ Camps ★ Tutors ★ Playgroups Daycares * Preschool Programs and much more...

Event Details:

Date: Tuesday July 8, 2008

Time: 5 pm - 8 pm

Location: Beaches Recreation Centre Gym

6 Williamson Rd (north of Oueen & Lee)

Contact:

For information contact Beaches Living at 416.690.4269 or email kids@beachesliving.ca

> FREE Admission and FREE Parking! Strollers are welcome.

Open House Exhibitors List

Acting Out Kids Theatre Group

Artist Awake Gallery - Summer Art Camps

Alvona Dance Studio

Avalon Montessori

Bizzy Bee Play Centre

DeSantos Martial Arts

Glitter Pie

Gymboree Play & Music

Irish Summer Camp for Children

Ken Benson/Kuma Martial Arts

Kew Beach Tennis Club

Midoco Art & Office Supplies

My Bump Maternity

Skybranding

Sylvan Learning Centre

Toronto Beaches Children's Chorus

Toronto Premier Gymnastics

...more exhibitors to be listed

This event is brought to you by Beaches Living Guide & Beaches Recreation Centre.



1789 Queen Street East Toronto ON M4L 3Y3 647 - 435 - 6235

www.glitterpie.ca

ways to score a better summer holiday for your kids

Summer holidays means no homework, no regular classes and lots of time and options for young people.

1. Learn one new sport

As well as improving fitness and well-being, participating in athletics is a great confidence-builder. It also helps build teamwork and strategic thinking.

2. Meet five new friends who are not from your class

This is a great way to build a group of lifelong friends as well as share interests and ideas.

3. Write a letter, a poem, song, or a story

It can either be from your real life, or from fiction. Then bring it back to school with you in September.

4. Do one good thing that you and others will remember after your return to school.

Either help a neightbour, someone elderly, or younger, who is in need. Not only they will thank you for it but they will remember and tell everyone what you did. Most importantly, you will feel really good about it for a very long time!

5. Learn to cook one good thing to eat and impress family members and friends.

It can be warm or cold, just remember to make it your signature dish next time at your family party or holiday dinner table.

Strawberry Soup

Fast and easy to prepare!

Ingredients

6 cups (1.5 L) just-picked strawberries, cleaned and sliced

1 cup (250 mL) plain yogurt

1 cup (250 mL) whipping cream

½ cup (60 mL) sugar

1 tsp (5 mL) vanilla extract

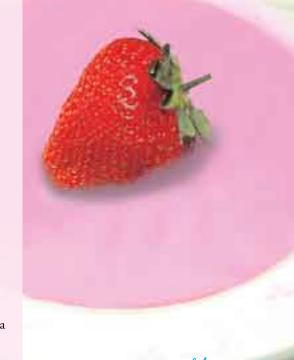
Light version: use 1% plain yogurt and substitute whole milk for cream.

Preparation

Combine ingredients in a food processor or blender, process until smooth.

Chill for one hour.

Serve soup into small chilled bowls and garnish with a strawberry.



Ways to get loyal customers

Do Good And Tell

There is an ever increasing competition for business and environmental care. It's all about building customer relationships and loyalties. The more customers know what good things you are doing for them, their neighbours and the environment, the more likely they will become a loyal customer.

Here are three easy tips to follow to help make and keep loyal customers:

Do something good for your customers

Discounts are good, but not the only choice. Be creative and look outside the normal offers.

Do something good for the environment

Use energy saving light bulbs, reusable shopping bags, keep your door closed.. anything that is easy, inexpensive and does not put you out of your way.

Make sure they know your efforts

It is not good enough to simply do it, tell your customer what you did. They will like you more, feel good about you, and will support your business.



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- Currently, Ontario residents do not pay the P.S.T. when buying new Energy Star® appliances (special government exemption program).

To find out more about Energy Star*, visit www.energystar.gov



Secret Beaches Spot





I have always loved this old weathered arched wooden doorway. It seems so magical and mysterious and makes me wonder about the "secret garden" that I imagine lies on the other side. I especially love it in summer when it becomes almost hidden by the tumble of foliage and flowers. Then it becomes even more "my secret spot".

Fran Battaglia

Congratulations to... Julie Gendron, Nancy O'Neill and Pepper Parr, the winners of April's Secret Beaches Spot Contest. They were among many readers who knew that April's Secret Spot was the Main Street Library. The winners will be contacted to choose their movie passes.

answer win

Do you recognize this view? If you can tell us where this 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. Send in your answer by Friday, August 1, 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



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Web printing the "Smart" way

Are you tired of wasting paper and expensive printer inks on numerous web pages when all you needed was a section or two? Smart Web Printing by HP is your answer to savings.

Visit www.hp.ca/smartweb and download/install the free Windows-based software.

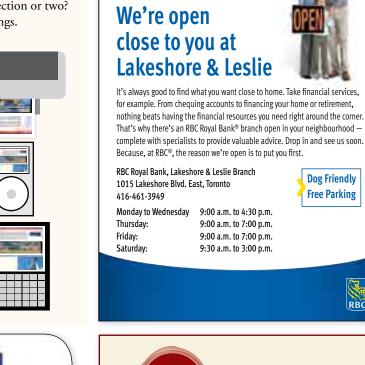
- Select the text and graphics you need and save a list of clips.
- Combine the clips you saved onto one page.
- Preview and modify clips before printing to your output device(s).



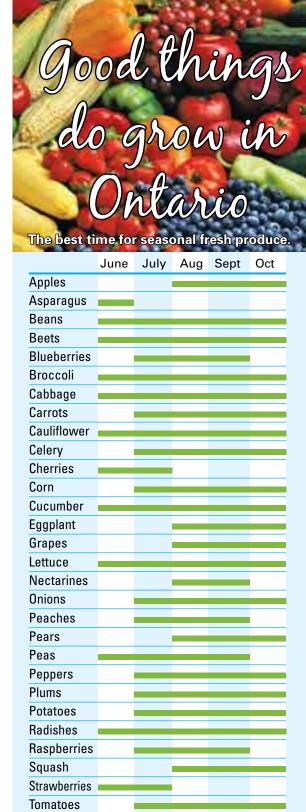












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Enjoy Entertainment in the Beaches Beaches Entertainment Pass

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 movie passes are valid for Monday through Thursday only.

my family Pass

For \$40 per family pass, enjoy a 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. Bizzy Bee Playcentre, 1971 Queen St. E.

Bow Thai, 1970 Queen St. E.

Cottage on the Beach, 1966 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.

GeniusLoci 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. 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. 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.

Syllogy Custom Framing and Mirrors, 1919 Queen St. E.

Threads Lifestyle, 1842 Queen St. E.

Totto Spa and Salon, 2271 Queen St. E.



Beaches Entertainment Program is brought to you by:









New community-minded Café Florentin ready to "wow" its visitors

The newly opened Café Florentin offers perfect pairings - gourmet coffee and delectable home made pastries; traditional Italian and authentic French baking; a true European café nestled among the Queen Street shops in the Beaches.

Having sampled the dark roast coffee and experienced its deep, rich flavour that lingers on your palette like a fine wine before you've taken the next sip – you suddenly feel like you're not in Toronto anymore.

The pastries are equally superb. Moist, rich flavour surrounds the amandine tart, large enough to share (but you'll regret not having your own!). Sprightly and amazingly light lemon and rum muffins are a perfect treat with a cup of tea of coffee.

"We're looking for that 'wow'" explains new owner, Erez.

"Our secret is fresh, quality ingredients and everything is made from scratch," adds the café's pastry chef, Keren (who is also Erez' wife). Keren,

who starts baking every morning at 5 am to prepare for the day, states her secret as if there simply is no other approach to preparing food.

"Fresh" means that Erez and Keren actually buy only fruits in season, often from local shops on Queen, as well as the meat and vegetables for sandwiches. Absolutely nothing is "store bought" or processed in any manner – even the sauces for the sandwiches are Erez' creation. The coffee is imported from a family run boutique business in Piedmont, Italia that treats coffee blending like the creation of fine wine.



"We really

wanted to

create some-

thing that

Both Karen and Erez have lived in Europe several years. Erez trained at the Cordon Cooking School in London, England before he came to Canada as executive chef at a downtown Toronto restaurant. Keren trained at cooking school in Israel and bakes everything the store sells herself, on site.

So why is the Beaches so lucky to have such treats brought to Queen Street?

"We really wanted to create something that was accessible to everyone in a community," Erez explains, "Not some fancy place where moms are afraid to bring their children, but somewhere where there is real china and excellent food, a place where people can afford to everyone... to come and find out what really good European cooking takes like".

"We even have dog treats here from Queen Street's Three Dog Bakery," he adds, so that people with dogs can enjoy our patio and feel welcome. And

for visitors hoping that the café may soon sell their favourite pastry, just ask! Erez is anxious to hear suggestions.

Café Florentin serves traditional French and

Italian pastries and cookies, as well as freshly prepared sandwiches and gourmet, organic coffee imported from was accessible Italy. It expects to be licensed

for a selection of fine wine and beer by the end of the summer.

Café Florentin: 2010 Queen St. E, directly across from the Kew Garden Park.



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Expires: August 1, 2008

Why aren't some stores in the Beaches open today?



Many retail businesses in the Beaches are closed, by law, on statutory holidays (July 1 and Labour Day). The Beaches is not designated a tourist area, like some areas, so businesses in the Beaches that do open face fines.

There are a few exceptions, for example, if your store is under 2,400 square feet, such as neighbourhood drug store, convenience store or gas station.

The first Monday in August is observed as a civic holiday in Toronto. Stores do not have to close unless they choose to do so.

The concept of a midsummer holiday for a "day of recreation" in Toronto dates as far back as 1869.





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coming, going and on the Move

Welcome new neighbours

Caribbean Foods – 2186 Queen St. E. Cook It - Coming Soon. 1843 Queen St. E. Galactic Hero's – 2227 Queen St. E. Gallery Delisle – 2239 Queen St. E. Glitter Pie – 1789 Queen St. E. Hudson Blooms - 2230 Queen St. E. King's Diner - 906 Kingston Rd. Lapin Câlin – 1918A Queen St. E. Mercury Espresso Bar − 126 Main St. Walking on Clouds – 2010A Queen St. E. Yoshi's Sweets - 2359 Queen St. E.

On the move

Hair Addiction - Moved to 2493 Queen St. E. The Watcher Comics - Moved to 2198 Queen St. E.

Re-openings

Tangles Hair Design – 2457 Queen St. E.

Thank you and best wishes

Citi Flooring – Beaches Location, 637 Kingston Rd. Softpro Computer Services – 456 Kingston Rd. Stamps, Cards and Mailables -908 Kingston Rd. (since 1973) The Lingerie House – 2098 Queen St. E. The Wave Zone – 2186 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.



Spring/Summer has arrived!

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

The current issue looks great! Keep up the good work, we're getting a good response. Thank you for all your hard work.

> Maryjo, owner & skin specialist Paramedical Skin Health

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

HUB

Beaches life

Your community **HUB** in the Beaches www.beachesliving.ca

Beacheslife

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

For the August issue, the deadline is July 31, 2008.

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

Casa di GiOT DIO Ristorante

Dining Take-out Delivery Catering



Casa Di Giorgio provides a casual-to-upscale dining experience for enjoying fresh pasta and various pizzas. The menu doesn't end at that, it also boasts various appetizers, salads, veal, grilled fish and meats.

Enjoy a fine bottle of wine and relax on our newly renovated spacious outdoor patio.

SUMMER HOURS:

Mon.-Tue: 4 pm - 11 pm Wed.-Thur: 11:30 am - 11 pm Fri: 11:30 am - 12 am Sat: 4 pm - 12 am Sun: 4 pm - 11 pm

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