



THE WORD ON THE STREET...

We chatted to residents who were celebrating St. Patrick's Day at the Royal Canadian Legion for Word on the Street this month. We asked the spirited group of legion members: "Where would you go for the ultimate vacation?" The engaging question sparked excitement amongst the party, as respondents were thrilled to tell us about where they would love to travel for a dream vacation.

Event by Alex Wright
Website code: pecqzz



Mike
"Barcelona "



Donald
"Niagara Falls "



Joyce
"Las Vegas"

"Where would you go for the ultimate vacation?"



Vincent
"Cuba "



Bob
"Cuba "



Stephanie
"Hawaii "



Billy
"Isle of Man "

COUNCILLOR JANET DAVIS 9TH ANNUAL SKATING PARTY

On February 26th, Councillor Janet Davis welcomed families and skaters to her 9th Annual Skating Party at the East York Memorial Arena on Cosburn Ave. The event featured face painting for the kids, a family skate for all, and demonstrations from East York's Ice Dreams beginner and elementary synchronized skating teams (pictured). The ice was packed with families having a great time on a Sunday morning. While most were on the ice, there were definitely a few people more than happy to show their support for the Councillor and their loved ones on the ice, from the safe confines of the arena seating while enjoying some warm beverages and delicious cookies.

Event by pecshf
Website code: pecshf



East York Ice Dreams Synchronized Skating team.

TARGET CANADA POP UP EVENT



John Morioka & Sarah Deuth

Target Canada opened its first Canadian store but only for a day! The Minneapolis-based mass merchant, who will begin opening 125 to 135 stores across Canada next year, held a "Pop-Up" event in Toronto's garment district to showcase a limited collection by designer Jason Wu. The store was open for just six hours, from noon until 6 p.m. — or while supplies lasted. All of the proceeds from sales went to help the United Way Campaign, a very nice gesture indeed. Shoppers were limited to buying just three pieces each due to the retailer's anticipation of high demand. Target is keen to make an impression on Canadian consumers before it opens its first stores in March of 2013. For further information please visit www.target.ca

Event by Fraser Douglas
VIDEO website code: pecsy2



Senior VP Merchandising John Marioka, Brad Goreski & Jason Wu with Bullseye



Senior Executives Louise Bellingham & Julia Gorman of United Way



President Target Canada Tony Fisher with Senior VP Marketing Operations Todd Marshall



ET Canada's Angie Smith

What Time Is It?

Many people in the Beach use a familiar landmark to measure their time, while out walking, talking to friends, or shopping. We drive, jog or walk by this structure daily. Built in 1906, our very own fire station has watched over us, kept us safe, and is always a friendly familiar site. The 80 ft. high tower has housed the white clock with black roman numerals and has kept us timely, or reminded us we were late, for over 100 years. Built in the Amsterdam architectural style standing three storeys high, featuring stepped gables, the decorative, artistic use of brick and displaying rounded elements, it is our steadfast, welcoming beacon of "home".

After exiting the Gardner expressway from downtown and turning right off the Lakeshore onto Queen Street East, it is always comforting to see the glow and seeming smile of the clock; or even the enjoyment that comes from the luminous soft glow of the building's outline created by the accent white exterior lighting. Whereas now our cars now zoom past in our everyday haste to get to the office, the children's activities or play appointments, years ago the fire hall, known originally as Fire Station # 17, housed horses to pull the fire equipment. Now known as Fire Hall 227 after the 1999 amalgamation, the station has a shiny red pumper truck with the compliment of an aerial truck dispatched from Main Street Fire Station 226.

From Coxwell Avenue to Victoria Park, the Danforth to the Lake, the fire hall has us covered. Tradition and technology grow with outstanding advancement over the years. One thing has never changed in the Fire Tower at 227 in our little corner of the Beach. Behind the hands of time, as we look up at the clock, we can rest safe knowing that hanging from the tower and drying in the basket of history are the wet fire hoses just as they have from the first days the station opened. Hoses dry in unison with the tick of time as our firemen rest after keeping us safe, just as they have always have. Its time once again, to say thank you to our firemen, past, present and future.



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