

# RAT CREEK PRESS

CIRCULATION 12,500

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JANUARY 2015

NEWS » WINTER FESTIVAL

## Following in the footsteps of dancers

Local group will demonstrate medieval dancing at Deep Freeze Festival



The Borealis medieval dancing group rehearses at Alberta Avenue Community League hall » REBECCA LIPPIATT

TALEA MEDYNSKI

It's Sunday afternoon, and I'm at Alberta Avenue Community League hall to watch a medieval dance class.

I meet with Cath Jackel, the dance mistress for the local chapter of the SCA (Society for Creative Anachronism). She's invited me to attend rehearsal. The group, which meet every Sunday, is practising for Deep Freeze festival, where they will demonstrate three to four dances.

"If we have time, we give people a chance to join in," explained Jackel.

The SCA has given demonstrations at the Deep Freeze and Kaleido festivals for the past several years. Armoured combat and rapier fencing are also part of the demonstration. The organization also gives demonstrations to schools.

The SCA is a worldwide organization exploring, researching, and recreating "the arts and skills of pre-17th-century Europe." Besides dancing, combat, and fencing, Jackel said people might also participate in "all sorts of medieval arts and sciences, making

clothes, cooking, building catapults. We also recognize people for service: for example, organizing events, serving at feasts, heralding at court ceremonies."

It's a family-friendly organization. Over the hour-long rehearsal, people of all ages filter in for armoured combat and rapier fencing practice.

Jackel stumbled upon the organization by accident. While living in Australia for a year, she was looking for the Sydney science fiction club when she found the SCA.

"People were very welcoming. They lent me clothes and took me to my first event in an old stone church," said Jackel. She's been hooked ever since and has been teaching medieval dance for the past 25 years.

"One of the best dancers I ever taught was eight years old."

Jackel tells me about the history and research of medieval dance. Between reading old-fashioned English and trying to match up the accompanying music, interpretation can be a challenge.

"From the 1450s onwards, people were writing down the steps. The really good manuals

print the music as well."

The group rehearses four different dances, ranging from Italian to English to French. I try two simpler ones, a circle dance called Bransle de l'Official and an English country dance called Sellenger's Round. With guidance and patience from Jackel and the other dancers, even my two left feet sort themselves out.

The first dance rehearsed is Italian and called Rostiboli Gioioso. It's cheerful and flirty. Bransle de l'Official has more of a celebratory feel. The music was later used in a Christmas carol: Ding Dong Merrily on High.

At Kaleido, the Borealis Consort played live music for the dancers. Given the temperature, the group will perform to recorded music at Deep Freeze.

Dancing to live music is ideal, so spectators can watch, and maybe even participate, in an authentic environment. Authenticity is important to SCA. However, "anachronism" is part of the organization's name for a reason.

"I try to be historically authentic, but I'm not giving

up my sewing machine," said Jackel.

Check out the demonstration or watch a few rehearsals free. After that, it's \$5 to cover hall rental or \$40 for an annual membership.

### Society for Creative Anachronism

Check out a demonstration at Deep Freeze: A Byzantine Winter Festival Jan 10-11

Check the program for times.

### For more information about the SCA:

<http://www.sca.org/>  
The Barony of Borealis is the Edmonton branch of the SCA:  
<http://borealis.avacal.net/>

### Medieval dance classes

Alberta Avenue Community League hall (9210 118 Avenue)

Sundays from noon-1:00 pm (check website to confirm dates)

Social nights: the first Wednesday of the month.

### INSIDE:

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**Community News**  
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### Slice of Life

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JANUARY 10 & 11, 2015

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DeepFreezeFest.ca

avenue initiative revitalization

YEAR END REVIEW

pull out inside!

NEWS » FINANCIAL PLANNING

# Planning for retirement

Taking Dad's advice was the best strategy of all

CONSTANCE BRISSENDEN

One day in my 30s, my dad asked if I was saving for my retirement. I huffed and puffed, but realized he was right. I needed to look ahead, have a plan, and stick with it. I'm now in my 60s and I'm doing okay. It's an enormous relief!

What made the difference? Simple habits I adopted and continued for 30 years. Some may inspire you to create your own strategies for your retirement.

First off, I got interested in money. I was in debt and had no savings. I sought answers from free sources: financial advice books from the library, newspaper and magazine articles, financial institutions. I asked thrifty people, "What are your tricks?"

My first goal was to pay off my debts. That took 16 months and it wasn't easy. From that point on, I paid off my credit cards in full every month.

"Paying your bills on time builds your credit rating," advised personal banking specialist Melanie Sellars of ATB Financial at the Alberta Avenue branch. "When you want to make a big purchase, like a car or housing, you need good

credit to get a loan or a mortgage."

Along the way, I asked myself, "What do you want to accomplish with your money?" I'm not a financial genius, and as a freelance writer, I would never be in the upper echelon of earners.

Your financial institution is a good place for free advice.

"We suggest clients start by making a three to five year plan," said Joanne Yuan, financial services representative at CIBC's Parkdale branch. "What's your current financial situation? What are your future goals? We can set up a financial plan properly for the client. We can help our clients save faster for their goals."

I committed to a monthly savings plan. The money (\$144 per month) came out of my chequing account and into a long-term savings plan. I paid into it for 15 years. Then I cashed it for a down payment on a condominium. Countless times, I wanted to snatch some of that money. I talked myself out of it, usually by reviewing how much I had saved.

Sellars agrees. "Start saving. Set up a Tax Free Savings Account (TFSA). A TFSA lets you deposit money whenever



It's never too early to plan for retirement. >> FREERANGESTOCK

you want within the \$5,500 annual limit. It's a lot harder to take it out. A TFSA is a long-term commitment to saving. You can't dip in anytime you like for a cash withdrawal."

You can also look at other savings tools. Learn about GICs, RRSPs, RRIFs and RESPs, for starters.

I put savings tips into action.

If gift money came my way, I added it to my savings. I looked for discounts on food, gifts, overhead. I watched for sales, kept my cable to basic service. Every year I analyzed my spending and tried to cut back by 10 per cent.

Finally, I knew my monthly expenses, reviewed every bill for errors (and found many), and

budgeted. I saved for big purchases and backed off impulse spending, giving money to family members, and eating out.

The road to retirement is long, but time passes quickly. Thirty years after I listened to my father, I may not be a millionaire, but I do have cash flow. Thanks, Dad!

## Music Lessons

Very successful music teacher is accepting students for guitar, piano, flute, singing, accordion, voice and theory. Twenty years of experience in music, ten years experience teaching guitar through Suzuki method. Teaching music aurally to your child as well as notes will guarantee success and immediate progress. References provided. Call Eva at 780.471.1096.

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Church spirit faith belief

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NEWS » WINTER FESTIVAL

# The Vikings are back!

Embrace winter with fun festival activities

TALEA MEDYNSKI

Vikings are returning to the Ave for this year's Deep Freeze: A Byzantine Winter Festival, from Jan. 10-11.

"Vikings had a habit of returning," said Allison Argy-Burgess, the Deep Freeze producer.

Christy Morin, executive director of Arts on the Ave and artistic director of the festival, reminisced about its beginnings.

"We were sitting around the Carrot table," recalled Morin, "and we were complaining about the weather in November. Someone suggested we do something about it and explore the roots of the community."

Two well-known community artists were approached to create ice and snow carvings.

"Arts on the Ave partnered with the Sculptors' Association of Alberta and Alberta Avenue Community League to start the festival. It started humble and beautiful," said Morin. "As things grew, AOTA accepted the role of producer. The Sculptors' Association felt that their mandate was to support festivals, not produce them."

The first year celebrated Ukrainian culture due to the area's large population with Ukrainian ancestry. In fact, the festival is held on the Ukrainian Orthodox New Year. By the second year, French culture was added to acknowledge the large number of neighbourhood residents with French roots.

Eight years later, the festival is more popular than ever. Favourite activities reappear every year, such as the Chisel and Chainsaw Ice Carving Competition, the Thaw Hut Competition, the Deep Freezer Races, and the Street Hockey

Tournament.

Food is another favourite. The concession will have Ukrainian food on Saturday and French Canadian food on Sunday. Festivalgoers can also buy pork on a bun or Viking-style turkey legs.

People can also look forward to some new additions.

The Trollsons, a comedic troupe who regularly entertain at Kaleido Family Arts Festival, will bring a giant, stilt-walking polar bear along for the festival.

"The kids will love it," said Argy-Burgess.

An inflatable igloo will arrive from Quebec, replacing the space previously provided by Avenue Theatre. With a stage inside, the igloo will fit approximately 80 people. It will be warm inside the igloo, providing a cozy space for breaks. There is also the possibility of a popular family movie playing inside the igloo after the fireworks on Saturday.

"We're working on getting the rights to show the movie *Frozen*," said Argy-Burgess. She said she is hoping for the karaoke version so people can sing along.

Speaking of all things frozen, ice carvers will be creating two giant Viking helmets for photo opportunities at the frozen ice bar. Check out Saturday night's dance, live band, and Italian supper (food and drinks priced separately) at Alberta Avenue Community League. Buy tickets ahead of time at the Carrot or at Tix on the Square for \$10 each. Although tickets are available at the door, they sell out quickly. Doors open at 7 pm. Get access to the outdoor ice bar, and strap on skates for a spin outside.

Deep Freeze is acknowledging another cultural tradition.



Celebrate Ukrainian culture by watching dancers perform. >> EPIC PHOTOGRAPHY.

French Canadian woodcutters, or bûcherons, will be on the festival site. Keep an eye out for two local actors playing lumberjacks roaming the grounds.

"They'll probably saw a few logs," laughed Argy-Burgess.

Spots for festival competitions are still available until Jan. 2. Competitions include the Street Hockey Tournament and Cool Runnin' Deep Freezer Races. There may still be space available in the Chisel and Chainsaw Ice Carving Competition and Lamppost Cozy Contest.

Go to [deepfreezefest.ca/participate/](http://deepfreezefest.ca/participate/) to register.



Take in the fantastic snow sculptures. >> EPIC PHOTOGRAPHY.

## Deep Freeze: A Byzantine Winter Festival

Saturday, Jan. 10, 12-8 pm  
 Sunday, Jan. 11, 12-6 pm  
 118 Avenue from 90-94 Street  
[www.deepfreezefest.ca](http://www.deepfreezefest.ca)

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EDITORIAL

# Addiction, harm reduction, and recovery

## What you need to know about addiction

FRANKI HARROGATE

Addiction. What's the first image that comes into your mind when you see that word? I'm betting there's a specific image you've conjured up. Thanks to media investment in the imagery of the "war on drugs," most of us picture an addict as being someone addicted to a (usually illegal) substance, who is homeless, who looks and sounds a particular way.

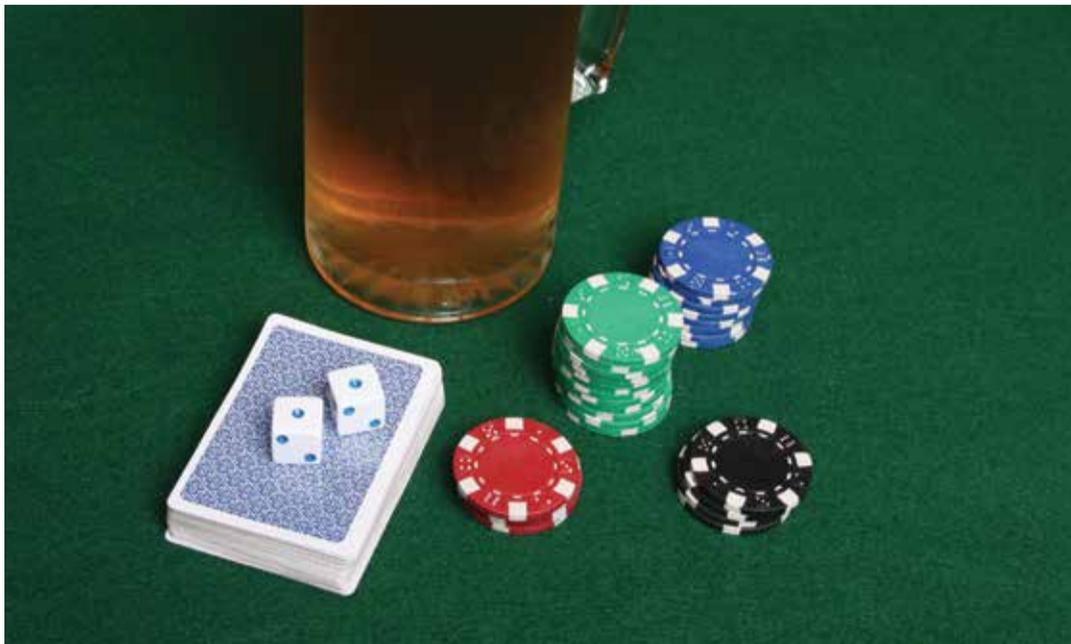
However, anyone can be an addict, and almost anything can be an addiction, including work. Addiction forms because the addict receives something, some feeling, from their fix that they can't access in any other way. Part of this is because of brain chemistry: research has shown that when an addict engages in their "drug" of choice, reward centres in the brain become activated and release a flood of dopamine. Dopamine is a "feel-good" neurotransmitter that plays important roles in motivation, arousal, cognition, and reward, as well as other functions.

In a nutshell, your brain and your body become habituated

to your addiction. In the case of someone addicted to work, not only do they get the rush of dopamine, they also get the validation of being considered a good worker by their boss. So there's a double whammy: internal validation from your own brain, and external validation from those who perceive your addiction as admirable.

How does one quit an addiction, though? One common symptom of individuals who relapse, particularly with drugs, is that they lack widespread emotional support. This support is a circle of individuals who all work together to assist the addict in making a life without addiction. Going to movies, going for walks, learning new skills or abilities (from financial literacy to painting to learning a language), or even a regular coffee date can establish a sense of community that acts as a buffer against relapsing.

It's important a support circle doesn't shame or judge the addict. Relapses occur, and establishing trust is key in ensuring an addict doesn't simply dive back into their addiction to avoid feelings of guilt and isolation. This is where another



Addicts need a trusted support circle. >>FREERANGESTOCK

important concept comes in: harm reduction.

Harm reduction operates on the principle that ensuring the health and safety of someone engaging in an addiction is prioritized, without abstaining from the behaviour. One example of harm reduction is Insite, a supervised injection site in Vancouver where drug users can access clean equipment, rooms to inject, and a

variety of health services. This model ensures health workers are able to build trust with clients, making them much more likely to reach out for help if or when they decide to discontinue their addiction.

For further reading on this subject, I highly recommend Dr. Gabor Maté's excellent *In The Realm of Hungry Ghosts: close encounters with addiction*.

Dr. William Halsted, who pioneered many modern surgery techniques, including handwashing, sterility in operating theatres, and inventing the surgical glove, was a lifelong cocaine addict.

LETTER TO THE EDITOR

## Travelling truth

Dave Von Bieker's article, "A tourist in my own town" brought tears to my eyes. Certainly it is a little outrageous to include a review of life on the Ave with travels to Paris and Berlin. But there is the soul of truth in the comparisons. There are times when the cosmopolitan exu-

berance of one of our many festivals just fills the heart with gratitude for the privilege of calling this place home. Well spoken. Many thanks.

*Aydan Dunnigan-Vickruck*

LETTER TO THE EDITOR

## Dumped on

Loved your last issue. I'm currently building a house in Alberta Avenue and have been following all aspects properly to build my house. Even the neighbors are looking forward to my progress. I recently had some individuals illegally dump their reno material in the back. The police and bylaw say unless there is a witness, you are on your own. I have to take the cost and responsibility to remove this waste. I thought with some news on this, people may be able to keep an eye out.

*Concerned Citizen*



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ABOUT US

The Rat Creek Press is a non-profit community newspaper in north central Edmonton serving the communities of Alberta Avenue, Delton, Eastwood, Elmwood Park, Parkdale-Cromdale, Spruce Avenue, and Westwood.

COMMUNITY, COMMUNICATION, CAPACITY

The Rat Creek Press goals are to help connect residents with what is happening in the community, provide a forum where information and ideas can be exchanged, and help individuals learn new skills, acquire experience and develop leadership.

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DISTRIBUTION

John Larsen, Margaret Larsen, Arlene Kemble, Cantelon Family, and Karen Mykietka.

EDITORIAL POLICY

The Rat Creek Press is a forum for all people. We encourage comments that further discussion on a given article or subject, provide constructive criticism, or offer an idea for community activity. Letters should be no longer than 250 words and must include the full name, location and contact information of the author. Op-Ed columns should be 400-700 words and observe formal rules of spelling and grammar. The RCP reserves the right to edit all material and to remove any electronic comment at any time.

All columns, letters or cartoons submitted are attributed to the author and do not necessarily represent the views or opinions of the Rat Creek Press. Send submissions to the Rat Creek Press Editor via email at editor@ratcreek.org, or 9210-118 Avenue, Edmonton, AB T5G 0N2. Mail may also be dropped at the address above.

COMMUNITY CALENDAR

Space is available to non-profit groups for event and program listings as well as volunteer opportunities on a first-come first-serve basis and will be printed as space permits.

HAPPY  
New Year  
FROM THE  
RAT CREEK  
PRESS

# avenue initiative revitalization YEAR END REVIEW 2014



ph: 780-496-1913 www.avenueinitiative.ca

## Another great year!

This is the ninth year of the Avenue Initiative Revitalization. Since 2006, the city has worked with the community to bring vibrancy, beauty, and development with the goal of fostering a safe, connected community.

One of the visions of revitalization was to have an attractive and safe community that draws people to live, work, and play. The vision is starting to become reality. The neighbourhoods are attracting many new families. Alberta Avenue and Parkdale were even listed in the

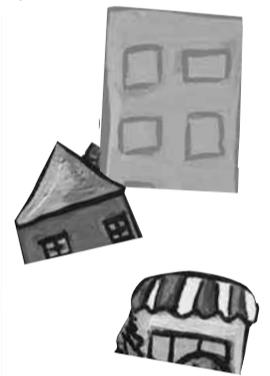
top five up-and-coming neighbourhoods by Proctor + Associates and many people on Connect2Edmonton.

All of Edmonton is starting to see what residents already knew—how special the area is. The area is now known for its festivals, art scene, and eclectic variety of businesses.

Thank you to all the leaders and volunteers that have contributed so much to their community.



The Alberta Avenue Business Association's first annual pop up was a great success. Local businesses from all around the Avenue lined the sidewalks from 86 to 89 Street. Shoppers enjoyed music, entertainment, great food, and giveaways.



More Than Cigars, Norwood Liquor, and Mona Lisa's Pub Tap House are now sporting a classy, modern look thanks to funding assistance from the City of Edmonton Façade Improvement Program. Their complete makeover, which included floor-to-ceiling windows, stylish awnings, and new brightly lit signage, has truly transformed the building.

## Alberta Avenue Business Association

The Alberta Avenue Business Association represents over 200 businesses along Alberta Avenue. Under the new brand of *Rising Up*, we are working hard to draw more people to shop the Ave. In 2014, we hosted a business mixer and an open house and over 40 businesses participated in the hugely successful first annual Pop Up Market. Our annual spring street sweep and litter pick up program helps keep the Avenue clean. Summer flower baskets and winter barrels beautify the Avenue.

More than 40 restaurants and bakeries are showcased in our Flavours of the Avenue brochure distributed to businesses and residents. We continued to promote both the City of Edmonton's Façade Improvement and Development Incentive matching grant programs. In 2015, we will continue our branding strategy, work to get businesses more engaged, and launch social media and communications campaigns.



ALBERTA AVENUE  
BUSINESS ASSOCIATION

*Rising up!*



We are seeing a variety of single and multi-family infill in the neighbourhoods along the Avenue. Norwood Village Apartments is bringing 154 new families to the neighbourhood. Welcome new neighbours!



New tree lights are brightening the Ave, bringing a warm and festive atmosphere to the street.

## In 2015 we want to hear from you!

Many great things are already in the works for 2015 and we want to plan for even more. To get involved or share your ideas e-mail [judy.allan@edmonton.ca](mailto:judy.allan@edmonton.ca) or watch for community meeting announcements in the *Rat Creek Press* and at [avenueinitiative.ca](http://avenueinitiative.ca).

# Events & grants

## Neighbourhood Matching Grants

Projects that contribute to the goals of revitalization are eligible for funding from the Neighbourhood Revitalization Matching Fund. More at [avenueinitiative.ca](http://avenueinitiative.ca)



Fireworks at the Great Pumpkin Event



7/11 Party



Avenue Goes To The Dogs

### 7/11 Party

Disorder, crime, and community connectedness were the target of a collaborative project in the area of the 7-Eleven and Nova Plaza apartments. The Neighbourhood Empowerment Team (N.E.T.) worked with tenants and property managers to develop an action plan to help make the building safer. N.E.T. and its Alberta Avenue partners conducted surveys and held community meetings to help build a consensus on actions.

One action was to create an interactive community arts event on the 7-Eleven property. The result was the "7/11 Party in the Parking Lot". The party took place on Aug. 16 from 7-11 pm with great support from the 7-Eleven store, *Diversity Magazine*, and other community groups. The party engaged local and young talent to bring exciting performances to the community. Hundreds of people stopped by to enjoy the music, dancing, and food.



Bloomin' Garden Show & Art Sale

## 2014 Neighbourhood Matching Grant Recipients

### 7/11 Party

Alberta Avenue Abundant Communities

Avenue Goes to the Dogs

Bent Arrow Aboriginal Day Celebration

Bloomin' Garden Show & Art Sale

Deep Freeze Festival

Drive ins: *Princess Bride*, *Ferris Bueller's Day Off*

EastwoodFest

Family Fun Time Outdoor Movie

Penny Carnival

Flavours of the Ave brochure

Great Pumpkin Event

Hanging flower baskets

Headless Carrot Halloween Party

Kaleido Family Arts Festival

Live Story Project

SkirtsAfire herArts Festival

Thousand Faces Festival

View From The Nina

Yule Ave A Merry Christmas

Small spark grants for block parties, chili cook off at Parkdale, Naturescapes



The Yule Ave Giving Tree. Winter Clothing is hung on the tree and shared with community members.

### Avenue Goes to the Dogs

We were lucky to have two full days of hot, sunny weather for Avenue Goes to the Dogs this year! Lots of people came out to have some fun with their dogs and enjoy our entertainment. Coun. Tony Caterina visited the festival on Saturday. We loved seeing all the cute rescue dogs who were out to visit. The performances were great, and we received good feedback on their quality as well as that of our musical guest, Colleen Brown.

Visitors could try sport detection (scent) with their dogs or watch the Canadian Search and Disaster Dogs demonstrate their skills. Our headliner both days was Dynamo Dogsports, a high-energy performance of various dog sports (flyball, agility) set to music and audience participation. It was a great year, and we hope to have an even better one in 2015!



Deep Freeze Festival



SkirtsAfire



Kaleido Festival

### Bloomin' Garden Show & Art Sale

The garden show has been a regular spring-time event for the past eight years. Some significant changes were made in 2014: the show was moved to the end of May, more of the show was brought outdoors, and a Friday night garden party was added. The show, which attracts 600-800 visitors, has garden vendors, local artisans, and an art gallery. Shoppers are treated to great music and yummy food. As in previous years, you could find hands-on activities, a perennial and seed swap, and a compost sale along with great silent auction items.

Approximately 60 people attended the first annual Rubber Boots and Bow Tie Garden Party on the Friday night. People mingled around a sculpture garden, sipping wine and beer while listening to the melodies of Dale Ladouceur on the Chapman Stick. Prizes were awarded for the best rubber boots and bow tie. The garden party is an opportunity for an adult night out visiting with others from the neighbourhood. We look forward to seeing more of you in 2015.

### SkirtsAfire

SkirtsAfire had another fabulous festival on The Ave in 2014. We added a venue, film, yoga, a family show and our mainstage productions playing three nights in a row. Our spoken word event, Words Unzipped, took poetry to a whole new level with music, dance and pottery. We had theatre in an elevator and a wild Saturday night of girl bands.

Once again, we were so blessed to partner with Alberta Avenue's Nina Haggerty Centre for the Arts, Bedouin Beats, Alberta Avenue Community League, the Centre to End all Sexual Exploitation (CEASE), the Carrot Community Arts Coffee House and Arts on the Ave. We are so proud to have a mandate that includes bringing new performances and vitality to Alberta Avenue!



Winning Rubber boots at the Garden Party



## Alberta Avenue/Parkdale in the Top 5 Up-And-Coming Neighbourhoods!

“Although it has previously had a reputation for being a rougher area, Alberta Avenue has become a hip spot for the younger demographic and is seeing a ton of re-development. This beautiful, historic neighbourhood is not only attractive for its incredible prices but also its close prox-

imity to downtown and Rexall Place.”

“Both Alberta Avenue and Parkdale are great for young, first-time buyers that work downtown and want to live where the action is. Not many people can go see an arena-level concert and walk home afterwards!” - Proctor + Associates



## Neighbourhood Empowerment Team

It's been another busy year for the 118 Avenue Neighbourhood Empowerment Team (N.E.T.) as we worked closely with revitalization partners to create a safer, more cohesive neighbourhood. This year N.E.T. focused on the Nova Plaza building and the 7-Eleven on 118 Avenue, working closely with tenants and property

managers to develop an action plan to help make the buildings and surrounding area safer. With Alberta Avenue partners, we were able to create an interactive community arts event in the 7-Eleven parking lot in August. We continued to address sexual exploitation by supporting the understanding of its root

causes and working to bring organizations and individuals together around the issues. We also continued to work with tenants and landlords along the 82 Street corridor. We have seen positive steps that have helped to make the area safer and with a tighter sense of community.

# Coming in 2015 GREAT EVENTS!

### SkirtsAfire

March 5-8, 2015

[www.skirtsafire.wordpress.com](http://www.skirtsafire.wordpress.com)

We are transforming the Alberta Avenue Community Hall into a black box theatre with our cabaret space surrounding it for comedy and bands after the show. Once again we will have music, dance, variety, singer songwriters, drumming, visual art, prose, poetry, cabaret, yoga and a family show. Admission for all events is by donation.



### Serca Festival

A festival of passion and compassion  
March 14-20, 2015

A week-long celebration of St. Patrick's Day and Irish culture, including family-friendly Irish activities. Take in Irish dancing, music performances, workshops for all ages, Irish storytelling, and a St. Patrick's Day dinner with Irish music and stories. For adults, experience an Irish-themed poetry brothel with older and original Irish poetry. Don't miss Frank Zotter in a "Night in November", a modern Irish soccer epic. Take in a performance of an Edmonton adaptation of the most popular Irish play of all time: "The Colleen Bawn".

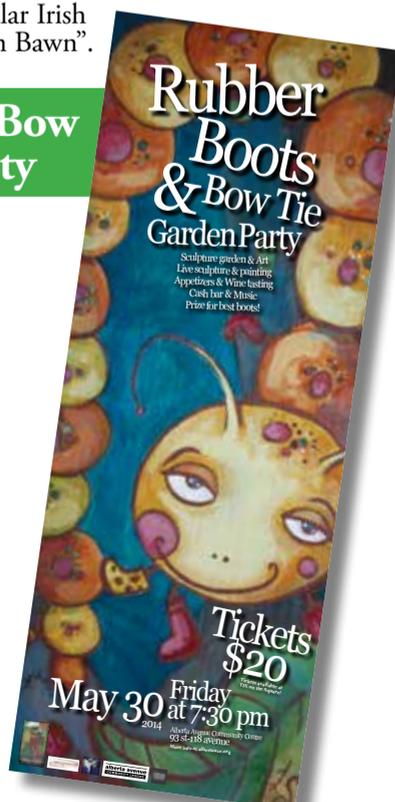
### Rubber Boots & Bow Tie Garden Party

Alberta Avenue Community Garden (9210 118 Ave)

Save the date: Friday,  
May 29, 2015

Advance tickets: \$10/person  
(with any league membership)  
At the door: \$20/person

This is your opportunity for an adult date night mingling with all the fantastic people who live in our neighbourhood! A fun-filled evening with wine, great food, art and entertainment. Don't miss it.



### LEADERSHIP TRAINING OPPORTUNITIES

“Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.”  
- Margaret Mead

Three sessions to give you the tools and knowledge to create change: Anti-oppressive community development; Campaign organizing; Storytelling for community change.

Watch the Rat Creek Press for dates and details in February. Or contact Judy at 780.496.1913 or [judy.allan@edmonton.ca](mailto:judy.allan@edmonton.ca) for more details.

### SMALL BUSINESS TRAINING

Quarterly small business training and resource seminars for the benefit of the Alberta Avenue business owners. Hosted by the Alberta Avenue Business Association. More info: [www.alberta-avenue.com](http://www.alberta-avenue.com)

### “I LOVE ALBERTA AVENUE”

An evening of ideas and planning for exciting projects to show that

love! If you have an idea or a talent you want to share, don't miss this evening. From gardening to murals to beautification projects in the back alleys, on the street, or in the parks. Keep the momentum of change going. Join in Feb. 23, 2015 at 6:30 pm at The Carrot Cafe. For more info [judy.allan@edmonton.ca](mailto:judy.allan@edmonton.ca)

### CITIZENS FOR STRONG NEIGHBOURHOODS (formerly Crime Council)

We are a community of concerned citizens who are striving towards healthier and safer neighbourhoods. We work to empower, educate, and engage our fellow citizens to build a stronger, more cohesive community. Meetings are every third Thursday of the month. Contact [alec.stratford@edmonton.ca](mailto:alec.stratford@edmonton.ca)

### AREA DEVELOPMENT GROUP

New commercial developments, infill, non-market housing, derelict buildings, rooming houses, zoning, development permits—there is no shortage of topics for this group to discuss! Residents interested in

local development meet monthly to review and discuss permit applications and development issues. In 2015, the group is planning an information panel with a variety of city officials involved in the development process as well as some key actions to address issues. Join the conversation and action. Second Monday of the month. For details: [judy.allan@edmonton.ca](mailto:judy.allan@edmonton.ca)

### AVENUE STORYTELLING PROJECT

Stories have the power to connect people, to educate people, and to build a sense of community. Storytelling amongst a group and community can be deemed a community development process in itself. The Live Story Project will aim to do just that in the Alberta Avenue area. Join Lindsay Hunt, local theatre practitioner, critical educator, and community development worker, in this community building project.

Tell your story. Drop in Tuesdays between 7-9 pm starting Jan. 20 at the Alberta Avenue Community League. For more info, contact Lindsay at [lindsayruth@yahoo.com](mailto:lindsayruth@yahoo.com).



BUSINESS » THE LEMONADE STAND

# Your time machine to 2015

Predictions and solutions for the new year

HENRI YAUCK

Well, 2014 is past. The big spending bubble the politicians and bureaucrats enjoyed has all but burst.

This means taxpayers will spend less in 2015. The economic pie appears to be about the same size as it was in 2014, but there are more slices being cut, which spells less for everyone.

For smaller-end entrepreneurs, it looks like there are fewer options to save the day. Or does it?

I see two options, both proven in the toughest of times. Both options are natural for our high-tech world: **1. Having and communicating a powerful value proposition.**

**2. Having a number of powerful compelling offers.**

**The value proposition:** in its simplest terms, it is a single sentence telling your target customers why they should buy from you or your company, not your competitors.

No, it is not a mission statement, positioning statement, branding statement, or slogan. In fact, it should not be a slogan at all.

It is a one-sentence statement that clearly spells out why yours is the place to buy that particular product or service. It is entirely customer centered. It is a promise of value to be delivered. It's the primary reason a prospect should buy from you (and not your competition).

A value proposition explains how your product solves problems/improves situations and explains what specific benefits customers can expect.

Here are a couple of examples from the Business to Business (B2B) world.

"Hear the world's sounds, explore trending music & audio" -Sound Cloud

"Small business sales and marketing software to get organized, grow sales, and save time" -InfusionSoft

**A compelling offer:** is a highly enticing, time-limited offer. It need not be a price offer. Some

of the best compelling offers include a free product if the purchase is made within a specific period. Plan your compelling offers beforehand to ensure there will be no supply or price hassle problems and so you can fit them into your marketing strategy to build your list of lifetime value customers. The idea is to build a list of customers that will buy from you repeatedly. Single sale ideas will not cut it in 2015. *Repeat buyers are the holy grail of marketing.*

Of course, you will need ways to get your value proposition out to targeted customers, as well as your compelling offers. This means developing a month-by-month, season-by-season, event-by-event marketing advertising plan, and choosing media (that's more than one) to get your message in front of your market of targeted buyer.

**Today is the day to build a better lemonade stand.**

-Henri Yauck



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**Councillor Tony Caterina**  
Ward 7 - Communities to be proud of

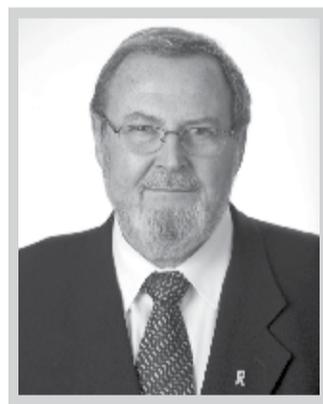


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**PETER GOLDRING**  
Member of Parliament  
Edmonton East

**NATIONAL HOMELESS COUNT STANDARDS ARE NECESSARY**

This year, my motion, M455, in Parliament, calling on the federal government to establish national standards for counting the homeless, was unanimously passed by all official parties in the House of Commons. It called for:

- nationally recognized point in time for counts taking place;
- nationally recognized definitions of who is homeless;
- nationally recognized methodology on how the count takes place, and
- nationally agreed-upon criteria and methodology in determining who is homeless, as is conducted by all cities in the United States.

A survey conducted in all major Canadian municipalities that presently count their homeless population, done on the same date in late January and using the same agreed-upon criteria and methodology (couch surfing aside) would provide statistically useful data to allow governments to better help the homeless. Presently in Canada different homeless counts in different cities at different times have used different definitions of chronically homeless, and defining methodology to conduct homeless count producing wildly unreliable statistics.

Without national definitions and standards the concept of being "homeless" can mean something vastly different in Edmonton than it does in Calgary. The chronically homeless definition, creatively applied, can equate to big grant dollars to non-profit organizations. A single point in time, notably late January, for conducting homeless surveys would give governments a clearer picture of the extent of the problem. For governments to allocate funds for affordable housing projects and services for Canada's homeless, it is crucial to know exactly who the homeless are, where they live and how to best help them, goals that can be achieved through this motion before Parliament.

A count done on a common date and using an agreed upon methodological counting system to tally those actually homeless makes sense. Parliament and national homelessness groups agree with me, but will Edmonton's homeless count officials?

What do you think?

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## HOME » IMPROVEMENT

# The art of making a house a home

Turning the ordinary into the extraordinary

LINDA WILKINSON

I love the sense of a fresh beginning that I get at the start of a new year. I don't make New Year's resolutions, but I do set goals. This year, I have just one goal, and that's to make my house a home.

My husband and I have only lived in our mid-'60s bungalow for a little over a year and plan to make it our forever home. That means the lime green walls and orange backsplash have to go. We're planning to repaint most of the walls and give the kitchen a much-needed makeover. While we know what needs to be done, we have been uncertain as to how we want it to look. In preparation, I decided to hire a designer to give us some tips.

The two-hour design consultation was what we needed

to point us in the right direction. Once the designer knew our preferences, the first thing she did was pull out her paint swatches and help us identify the primary and secondary colours for each room we want to redecorate. Then, with the colour scheme in mind, she gave me a multitude of ideas for each room. Some ideas involve a lot of time and money, like the kitchen renovation. However, many of the ideas are as simple as rearranging the furniture or moving an item from one room to another.

One suggestion was to bring up an antique trunk from the basement to use as extra storage in the bedroom. Even though it's old and a bit scuffed, I love the way it looks and the character it adds to the room.

Another idea that I can't wait to try is a gallery wall. I've



This antique trunk adds character to a small bedroom. >> LINDA WILKINSON

always liked the idea but just didn't know how to get started. Now I know. You find one unifying factor for all the pictures and hang them on one wall no more than two inches apart. My unifying factor will be navy blue frames with white mattes for a variety of family photos.

We have only just begun to create our dream home, but already we have learned

some valuable lessons.

**1. Find someone** with a designer's eye to provide fresh ideas for each room in the home. Although I had done tons of research, I had not even considered some of the ideas, like adding style to my kitchen with an industrial or sculptural stove hood centred over the stove.

**2. Be open-minded** when it comes to rearranging furni-

ture. I wasn't sure about the designer's suggestion to put a chair next to the piano, but I tried it anyway and the room looks much cozier now.

**3. Pay attention** to details, like metal finishes on doorknobs, cabinets and light fixtures. Once we decide on a finish, the type of metal throughout our home, including the cabinets and door hinges, will be consistent.

## HEALTH » BALANCE

# The stench of busy in the air

Walking the fine line between the sweet smell of success and other smells

DAVE VON BIEKER

Nothing stinks up the writing life like dog crap on the kitchen floor. Especially when it's my fault. I knew it was coming, and did nothing to stop it.

Little Carl was acting crazy. Frantic. Searching. Then again, he's a new puppy. I'm just learning to read him, and he is always frantic in the morning.

When Carl was rooting around on his favourite "not supposed to crap on" carpet, I knew. It's our favourite carpet too, for vastly different reasons.

I just took him out five minutes ago. I need a minute to make my coffee and settle in. I've got the ultimate article brewing for the *Rat Creek Press*,

two days past deadline, with a whole 15 minutes clear before the kids wake up.

Carl is rooting around. Fair warning. Then he's crapping all over the hardwood.

Usually life's warnings aren't so clear. Neither are the consequences. But the great proverbial puppy is rooting around my existence lately, searching for relief.

Now, when I ask how you are doing and you always say "busy", I groan a little inside. I hate that answer. It sounds so determined. Like we have no choice. Like this is all that life has to offer.

But ask me how I'm doing today and I'll tell you that the puppy is about to crap on the

floor, so to speak. I'm busy. So busy. A good busy.

No. Not a good busy. I won't wear busy like a badge of honour.

This past year I've watched a half dozen marriages collapse under the weight of busy. I've see alternate choices left unmade. Choices to stop and breathe, to notice each other.

Today my basement is in ruins, all plaster dust, splintered wood, and rusted nails. Except where I sleep. We are renovating at Christmas. I have two Christmas parties this weekend. One is my own. I've just helped open a new art space. We got a puppy this week. My son has a birthday party Saturday. The puppy needs a sitter Friday. Gymnastics and Christmas con-

certs on Sunday. My wife and I need a date.

We all make choices. Decision by decision, I have arrived at busy.

The new year is barking resolutions. What to take on. How to better myself. What I could learn.

But I will resist. Instead, I'll make a bathtub list. Here's how. Step one. Place puppy in kennel. I need to relax.

Step two. Fill tub with hot water.

Step three. Grab a notebook and a pen.

Step four. Get in the bath, and do absolutely nothing for a good 10 minutes.

Step five. Write down everything I am involved with, in

order of most important to least.

Step six. Cross out two or three things from the bottom of the list. Those are the things I will stop doing.

Step seven. Get back to real life and make the phone call. Send the email. Plan the coffee. Have the talk.

It is always hardest to choose between good and best. The hot bath makes it hurt a little less.

Life is good today, but there are warnings. Date night has slipped and the laundry is not getting done. Sure signs that the puppy is looking for a place to go.

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# COMMUNITY CALENDAR

For the communities of Alberta Avenue, Delton, Eastwood, Elmwood Park, Parkdale-Cromdale, Spruce Avenue and Westwood.

## Notices

**DELTON AGM**  
Delton Community League Annual General Meeting and Executive Elections on Monday, Jan 26 at 7 pm at Delton Community Hall (12325-88 St).

**CASINO VOLUNTEERS NEEDED**  
Arts on the Ave is in need of volunteers to help at their casino fundraiser on Feb 12 & 13. If you are interested, please contact carrotassist@gmail.com.

**CALL FOR PERFORMERS & ARTISANS**  
We are looking for performers and artisans for Black History Month in February. If you are interested or require more info, please contact carrotassist@gmail.com.

**THE CARROT STAGE**  
9351 118 Ave, 780.471.1580 thecarrot.ca

Fridays: Live music starts at 7:30 pm. Check website for lineup. \$5 cover, all ages welcome.  
Saturdays: Open mic 7-9:30 pm. Share original music, poetry or comedy. Free admission for all ages. \$1.25 minimum food charge.

## Programs/Classes

**POP-UP MAKERSPACE**  
Robot challenges, Makey Makey hacks, DIY music, Art and 3-D design are just the beginning at this pop-up maker event. You're invited to drop in, hang out, bring friends, try things and make fun stuff. Saturday, Jan 17 from 1-2 pm at Highlands Library (6516 118 Ave). Drop-in.

**FREE COMMUNITY ART NIGHT**  
For adults. Tuesdays from 6:30-8:30 pm at The Nina (9225 118 Ave) starting Jan 13. Sponsored by Alberta Jubilee Auditoria Society.

**FREE FAMILY ART NIGHT**  
A variety of art activities for school age children accompanied by adults. Wednesdays from 6:30-8 pm at The Nina (9225 118 Ave) starting Jan 14.

**FAMILY ART WORKSHOPS**  
Dive into the wonderful world of art with FREE all age workshops every Thursday from 6:30-8 pm at Parkdale-Cromdale Community Hall (11335 85 St) starting Jan 15.

**SPIRIT ART**  
An opportunity to explore your spirit through art. 1st and 3rd Wednesday of the month from 10 am to noon at St. Faith/St. Stephen (11725 93 St).

**FREE MUSIC LESSONS BY CREAT**  
Every Saturday, free group lessons are offered to members at Parkdale-Cromdale Community Hall (11335 85 St). Singing lessons from 9-10 am and guitar lessons from 10 am to 12 pm. More info: call 780.878.8265.

**PRESCHOOL PROGRAMS AT SPRUCEWOOD LIBRARY**  
11555 95 ST, 780.496.7099  
Family Storytime Stories, songs and games for the whole family. Sundays 2:30 pm.  
Baby Laptime (up to 12 months) Stories, songs, books, rhymes, finger play. Mondays, 10:30 am.  
Sing, Sign, Laugh & Learn (for caregivers and children up to age 3) Enhance communication and development through repetition, visuals and movement. Tuesdays, 10:30 am.

**TODDLER TUMBLE BABY BOUNCE**  
All young parents or grandparents

may bring pre-school aged children for gym play time on kid-friendly equipment followed by our Little Peoples Lunch. Tuesdays from 11:30 am-12:45 pm at Crystal Kids (8718 118 Ave).

**FREE PARENT & TOT ENGLISH CLASS**  
ECALA English for Community Integration. Bring along your babies/toddlers and learn basic English skills for everyday situations. Fridays from 9-11 am at Parkdale-Cromdale Community Hall (11335 85 St). More info: contact Sarah at 780.887.6825 or email sarahdelano@hotmail.com.

**PRESCHOOL PROGRAMS AT HIGHLANDS LIBRARY**  
6516 118 AVE, 780-496-7099  
Family Storytime: Stories, songs and games for the whole family. Mondays at 6:45 pm & Saturdays, 11am.

Baby Laptime (up to 12 months): Stories, songs, books, rhymes, finger play. Thursdays, 10:30 am.

Sing, Sign, Laugh & Learn (for caregivers and children up to age 3): Enhance communication and development through repetition, visuals and movement. Wednesdays, 10:30 am.

**ADULT READING & WRITING**  
A new program using mainly Aboriginal materials. Thursdays, 9:30 am to noon at St. Faith/St. Stephen (11725 93 St).

**COLLECTIVE KITCHEN**  
Cook with friends, try new recipes, help your food budget at PrayerWorks Collective Kitchen. Second Wednesday of each month. 5:30-8:00 pm, St. Faith / St. Stephen Anglican Church, 11725-93 Street. Cost is \$3 for one serving of each of 4 different meals. For info, please call Trish at 780.464.5444.

## Social Activities

**BOARD GAMES NIGHT**  
Feel free to bring your favourite board games to share. We'll also have plenty of games there to choose from. Invite whoever you like – the more the merrier! Last Tuesday of the month (Jan 27, Feb 24, March 31, April 28) at 7 pm at The Carrot (9351 118 Ave).

**NASHVILLE SONGWRITERS GROUP**  
Monday, Jan 12 from 7-9 pm at the Carrot Community Arts Coffeehouse (9351 118 Ave). More: Colleen col\_kside@hotmail.com

**PRAYERWORKS COMMON**  
Hot complimentary meals & warm friendship at St. Faith/St. Stephen (11725 93 St). Every Thursday lunch 10 am-2 pm. 1st, 2nd & 3rd Friday supper 5-6:30 pm with MusicJam on the third Friday. Every 2nd and 4th Saturday breakfast 8:30-9:30 am.

**BABES IN ARMS**  
A casual parent group every Friday from 10 am to noon at The Carrot (9351 118 Ave).

**TWEEN LOUNGE**  
For ages 8-13. Play video games, make a DIY project, meet friends, hang out. Thursdays from 3:30-5 pm at Sprucewood Library (11555 95 St) or Highlands Library (6516 118 Ave).

**TEEN GAMING**  
For ages 12-17. Come to the library to play some great games! Thursdays from 6:30-8:30 pm. Sprucewood Library (11555 95 St). More info: 780.496.7099.

**FULL CIRCLE**  
A safe and comfortable place for men and women of a distinguished age (55 years +) to share their life experiences and

ideas, and to learn new skills and knowledge while getting to know other local residents. Wednesdays at 6:45 pm at Parkdale-Cromdale Community Hall (11335 85 St). More info: contact Helen 780.454.4886.

**NORWOOD LEGION SENIORS GROUP**  
Play darts, shuffleboard and pool. After, socialize over coffee and desserts. Tuesdays at 10:30 am. Cribbage Wednesdays at 1 pm. At Norwood Legion (11150 82 St).

**PARKDALE-CROMDALE SENIORS GROUP**  
Seniors bingo takes place every Monday from 10:30 am to 1 pm at Parkdale-Cromdale Community Hall (11335 85 St). Coffee and snack provided.

**SENIORS BREAKFAST & SOCIAL**  
All seniors 55+ are welcome to join us for breakfast, then stay for a visit, play some cards or billiards and if you like, you can watch a movie! Wednesdays from 11:30 am-12:45 pm at Crystal Kids Youth Centre (8715 118 Ave).

## Sports & Rec

**SPRUCE AVENUE RINK**  
Public Skate Hours: Sunday 2-5pm; Monday thru to Saturday 4-6:30 pm and 7-8 pm (except Thursdays). Shiny Hockey: Thursdays only 7-9 pm.

**ALBERTA AVENUE RINK**  
Skate at Deep Freeze Festival Jan 10 & 11 (free skate rental). Starting Jan 12, Public Skating: Monday to Friday 4-8 pm; Saturday & Sunday 1-6 pm. Note: no facility access. Benches outside for putting on skates. Shiny hockey drop-in Saturdays 6-9 pm.

**Free Drop-In Learn to Skate Programs**  
Fun and basic skill development for participants of all ages!  
Children 5 and under require a parent or guardian to attend.

Participants will be exposed to various skating skills while participating in stations and games. Children will learn basic skating skills at their own pace. The program will be adapted to the age and skill level of the participants dropping into the program.

**Spruce Avenue Rink** (10240 115 Ave)  
Saturdays, January 17 – February 28  
(No class February 15)  
1:30-2:15 ages 4-6 2:15-3:15 ages 7-12  
3:15-4:30 Family lessons - All Ages!  
Participants can stay for the full 3 hours or drop in for a short while!

**Parkdale Cromdale Rink**  
(11335 85 Street)  
Tuesday, February 17 & 24  
5:30-8:30 pm Family Learn to Skate lessons - All Ages!

The program will cancel at -20 degrees Celsius with the wind-chill. Participants must have their own skates. A CSA approved helmet is mandatory for participation.

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**JANUARY 10 & 11, 2015**  
92 Street & 118 Avenue | Edmonton, AB

**VOLUNTEERS NEEDED** For pre-festival, during the festival and post-festival activities!

Join us for the Volunteer Orientation on Tuesday January 6th, 2015 from 6-8 pm at the Alberta Avenue Community League (9210-118 Ave)

To RSVP and sign up to volunteer, please contact Marie & Brendan at: [deepfreezevolunteers@gmail.com](mailto:deepfreezevolunteers@gmail.com)

Or sign up online at: [deepfreezefest.ca/volunteer/](http://deepfreezefest.ca/volunteer/)

Want to participate but can't afford equipment?  
Contact Verna for a Sport Central referral. 780-479-8019

## Brian Mason, MLA

EDMONTON-HIGHLANDS-NORWOOD



*Proud to represent the community voices of Alberta Avenue, Parkdale, Delton, Eastwood and Elmwood Park in the Alberta Legislature.*

Please contact my office or interact with me online to share your views, issues and concerns that impact our community and our democratic values.

### Connect with Brian!

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Run six ads in the Rat Creek Press and get your seventh ad FREE.

Visibility, repetition and consistency are key!

Results from printed media are 40 to 60 times better than social media. When we pick up a physical newspaper, we pay more attention. Community newspapers have the highest readership of all. Three quarters read most or all of the paper—half read the paper as much for ads as for news.

Run six ads and your seventh ad is FREE.

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Your opinions are important to us. Completing this survey will ensure your ideas are heard by the Northlands Arena Strategy Committee as they set forth to create a plan supported by the community.

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