



Fall 2009, Vol. 3, No. 2  
A newsletter for Beach residents

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**A MONUMENTAL MARATHON OF FUN AHEAD**

**SUN. SEPT. 27TH**

Up until last year, marathon runners ran the long, lonely route to the end of the Leslie Street Spit and back as part of the Scotiabank Toronto Waterfront Marathon (42 km). Not so this year. For the first time, runners will run along Queen E. to Neville Park and then turn around to finish their final leg back to City Hall. Runners were thrilled to hear this news. As nice as the Spit is, it will lift runners' spirits to run through a neighbourhood as charming and friendly as The Beach.

**NEIGHBOURHOOD CHERING SECTION**

Great news for Beachers who like to cheer on their runners! In the past we had to trek out to the Neighbourhood Cheering Section (NCS) at the corner of Coxwell and Lakeshore Blvd. Organized by the amazing **Beaches Lions**, this year the NCS will be at Kew Gardens, starting at 8 a.m. and continuing all afternoon.

(Continued on page 3)



(left) Street sign unveiling (right) One of the 55 hanging baskets

**BEAUTIFYING THE BEACH**

While strolling along Queen E., you may have noticed all the lovely new additions, but you might not have noticed what's missing... graffiti. You're going to see a lot less of it now that we have a year-long contract with a graffiti removal company to eliminate it from our main street. This is one of the beautification efforts our BIA made this year as we tried to work miracles with a fairly small budget.

Here's what else we did this past spring and summer and we hope you like it as much as we do:

**FLORALS AND BANNERS** - The BIA added 55 spectacular hanging baskets along the 2 km stretch to compliment the 40 flower-filled planter boxes that encircle the trees in concrete planters and the 23 terracotta planters on the sidewalk. Gaze up and you'll see the large, new blue "It's Better in The Beach" banners at six key locations.

**STREET FURNITURE** - Back in May, the BIA unveiled its first new municipal street sign that has a distinctive Beach look, adding 97 more in late spring. Soon the BIA will be able to announce plans for the decommissioned signs but is awaiting final word from the City's Sign Department.

Additionally, we have one new bench, with more promised by the City this year and in coming years and a new posting board for community notices near Queen E. and Kippendavie Ave.



A gateway banner with a hanging basket



Please share this newsletter with friends and family



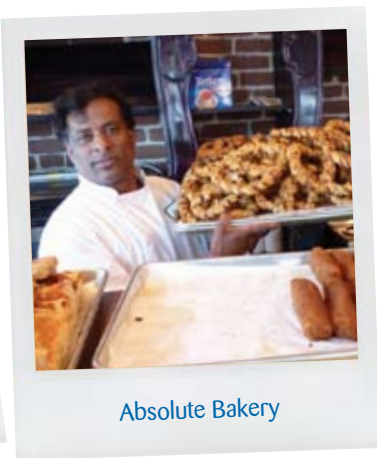
Titica



Brick Street Bakery



U Design Gallery



Absolute Bakery

## WHO'S NEW ON QUEEN STREET EAST

By Jackie Mersereau

So many great new places are already getting raves from locals and tourists. We hope you'll visit them, but don't forget the old faves that have been here serving us so well for up to 40 years!!!

**Absolute Cafe** at 2030 Queen E. Fresh baked breads and pastries and the most unbelievable croissants. Sweet and savoury treats available. French cooking with an Indian flare. 416-690-1927.

**Beach City Music** at 2146 Queen E. All the music paraphernalia, minus the instruments! New and old vinyls, CDs, T-shirts, books and magazines. 416-690-2489.

**Brick Street Bakery** at 1969 Queen E. The original location is in the Distillery but this is the flagship store. All natural organic ingredients for its breads and pastries. Also known for fresh and delicious sandwiches. 416-690-9900.

**Essentia** at 2180 Queen E. The world's only natural memory foam mattresses, unmatched for comfort and support. Toxic-chemical, glue and adhesive-free. Manufactured in Canada. 647-348-0321.

**Danse-Partout** at 1971 Queen E., 2nd Floor within BizzyBee PlayCentre. French dance lessons taught bilingually for children of all ages. 416-806-5754.

**Down Under** at 2116 Queen E. A family and community-based business selling high-quality bedding, bath, furniture and mattresses. Boutique quality and service at warehouse prices. 416-693-6128.

**Easy Access Laundry Service** at 2182 Queen E. Offering wash and fold and pick-up and delivery. Also cleaning services on everything from comforters to hockey equipment! 416-792-6236.

**Enchanted Teak** at 2138 Queen E. The highest standard in quality indoor and outdoor teak furniture. Skilled craftsmen and "A" quality teak wood in delightful designs. 416-850-7378.

**Fresh at the Beach** at 1921 Queen E. A Mediterranean/ Canadian restaurant offering scrumptious all-day breakfasts, mouth watering steaks and dinner specials. Free range, grain-fed meat and organic fruits and vegetables. 416-699-3377.

**Ginger**, The Taste of Health at 1985 Queen E. Tasty Vietnamese food. Fresh, healthy choices at terrific prices. Extensive menu for great vegetarian options. Catering and delivery available. 416-694-3278.

**HipO Clothing** at 2220 Queen E. Kid's brand name clothing with some experience. This store offers parents a fun and green way to buy and sell pre-loved stylish brands. 416-840-2599.

**Kew Gardens Health Group** at 2181 Queen E. Treating patients of all ages. Offering Chiropractic, Osteopathy, Physiotherapy, Naturopathy and Massage Therapy services. 416-907-0103.

**Modern Tibet** at 2116 Queen E. Gorgeous Tibetan clothing and jewellery as well as art work. Hand-made and authentic. 647-262-4514.

**Nicole's Hair Studio** at 2194 Queen E. Cutting edge design with latest hair styling trends. 647-746-4247.

**Papa Sol's** at 1966 Queen E. Famous Italian panini. Hearty sandwiches, homemade fries, crisp salads. 647-345-3006.

**The Pie Shack** at 2305 Queen E. Keep the fork dude, there's pie! A new tasty place specializing in both sweet and savoury pies and sandwiches. Come in and enjoy the pie of the month. Play games. Enjoy! 647-351-1411.

**Planet X** at 2227 Queen E. Action figures, graphic novels, comic books and other collectables. 416-698-8950.

**Salty Dog** at 1980 Queen E. The place to come for great meals, drinks and a fun atmosphere. Seafood specials, home-made prime rib burgers and pasta dishes plus a great patio. Open 7 days a week, 11 a.m. – 2 p.m.



Enchanted Teak



Modern Tibet



Papa Sol's

# A MONUMENTAL MARATHON OF FUN AHEAD

(Continued from page 1)

There'll be Beach Idol, a kids' carnival, an interactive Dog Guide course where you'll have a chance to experience what it's like to be blind and be guided by a guide dog, plenty of musical acts, display tents and lots of cheering. That's because our NCS will be "competing," much like the athletes, against other NCSs, and judges will decide who has the best, liveliest cheering section. The winners take home prize money that goes towards their chosen charity. This year, the Lions would like to win big to direct funds towards a new vet facility for Guide Dogs of Canada. So, bring yourself, your friends and family and some noisemakers to cheer on the runners and have some fun yourself.

## MARATHON SIDEWALK SALES

The other aspect to the marathon: marathon sales and activities in the businesses along

Queen E. culminating with sidewalk sales on Saturday and Sunday, Sept. 26 and 27. The complete list of who's doing what will be on the BIA website at <http://www.beachesbia.com/Events> Click "September Events." For example:

Wild Earth Cafe and Bakery at 2142 Queen E. is a gluten-free, organic and Vegan bakery committed to meeting the needs of those with dietary restrictions, and those who want to live a healthier lifestyle. Tel: 647-348-0202. Offering:

- Bottles of water and running shoe-shaped cookies for .42 each
- Coupons for free cookies at the Cheering Section, redeemable at the store
- Energy bars and Matcha tea – both full of nutrients. Great for runners and others who need the boost.

## WHO'S NEW (Continued from page 2)

**Structube** at 1847 Queen E. Contemporary furniture, rugs and lamps to fit every household style. Unique and affordable designs. 416-698-4673.

**Sweetings** at 1920 Queen E. Italian and European women's clothing and accessories in a variety of styles and sizes. A perfect place to update your style. 416-686-6061.

**Tibetan Craft** at 1971 Queen E. (Inside the Beach Mall). Handmade Nepali crafts, clothing and jewellery. Specializing in Thangka paintings. 416-462-9710.

**Titica** at 2012 Queen E. Swank and sleek boutique with Canadian designed active-wear that's versatile and comfy with a back room for Italian clothing and swimwear 647-456-1565.

**U Design Gallery** at 2305 Queen E. Custom-made fine jewellery made by Canadian artists. Fine antique collection. Precious and semi-precious gemstones. Jewellery repairs. 647-348-0385.

**Vitalife Digestive Wellness Clinic** at 2251A Queen E. A colon hydrotherapy clinic within a spa-inspired environment, for the comfort of guests. 416-849-0004

**Walking on a Cloud** at 2010A Queen E. Style and comfort with over 40 brands of quality shoes for men and women in a variety of sizes and widths. 416-690-6286.

**Wild Earth Bakery and Cafe** at 2142 Queen E. Organic and gluten-free bakery. A full cafe experience with fair-trade coffees, loose-leaf teas, light lunches and healthy treats in an upbeat airy surrounding. 647-348-0202.

**Yoshi's Sweets** at 2359 Queen E. Enjoy delectable handmade sweets baked on site with all natural ingredients and organic bird-friendly, free-trade coffee. A healthier way to satisfy your sweet tooth. 416-907-9663.

**ZenFinder** at 1948 Queen E. ZenFinder is a community where people train and heal. Offering classes in Yogasage, YogaSpa, DetoxYoga, BoomerYoga, YogaFlow and raw food workshops. Class size is limited so book in advance. 647-351-5712

## COMING SOON!

**Ambiance by Caroline** at 2106 Queen Street East. Fresh flowers, simple and elegant and custom gift baskets. 416-698-9667

**Bagel World** at 2018 Queen E. Voted Toronto's best bagel!

**Delina Restaurant** at 1891 Queen E. Who said you have to sacrifice taste for health? Shawarma, falafel and vegetarian catering available.



## BEACH BIA 'INTERACTIVE'

### SOCIALLY SPEAKING

We like to connect with the community, and we hope you connect with us! Become a fan of The Beach on our FaceBook page. We update it pretty often with items about new businesses, events, and even musings. Go to:

<http://www.facebook.com/pages/Toronto-ON/The-Beach/80109226852>

Follow Buddy, our lovable mascot on Twitter for his daily tweets at:

<http://twitter.com/TheBeachBuddy>

### FINDING GREAT STUFF

And the website is still the definitive spot to find out about special events, Beach businesses, their hours and their products and services at [www.BeachBIA.com](http://www.BeachBIA.com). Here's one example:

Go to Find A Business <http://www.beachesbia.com/Merchants.asp>

Try this: type in "Jewellery" in the keyword search, and the following 13 stores appear. Then press any store's name for additional info:

NAME	ADDRESS
Aix-en-tric Jewellery	2144 Queen St. E.
Artisans	1974 <sub>A</sub> Queen St. E.
Arts on Queen	2198 Queen St. E.
BeadWorks	2154 Queen St. E.
FormCraft Fine Jewellery	1885 Queen St. E.
Gingerbread House, The	2191 Queen St. E.
Ivory Parade	2096 Queen St. E.
JD Jewel of the Beach	1949 Queen St. E.
Modern Tibet	2116 Queen St. E.
Mourguet	1918 Queen St. E.
Potala Gift Shop	1966 1/2 Queen St. E.
U Design Gallery	2305 Queen St. E.
Vernissage Jewellery	2211 Queen St. E.

# KUDOS TO BEACH BUSINESSES!!

They are recognized everywhere for their fine work. We applaud them!

Featured in *Now Magazine's* Store of the Week in separate issues this summer were Beach stores, **Yoka** and **The Purple Thumb**:

**Yoka** at 2116J Queen E. was duly praised: "If you need more than lake, sand and sun to lure you to the Beach this summer, add shopping at Yoka to the list of incentives. Carla Kloosterhuis's colourful Queen East boutique specializes in Dutch brands ..." Phone is 416-686-0836.

**The Purple Thumb** at 1887 Queen E. *NOW's* feature begins: "Jamie Grant's Beach boutique is clearly devoted to the local and handmade. Forty-five Canadian designers are featured on the shop racks and a good number of them call the immediate Queen and Woodbine neighbourhood home..." They can be reached at 647-349-1009.

**The Fox** at 2236 Queen E. The owners of the Fox just celebrated the 2nd anniversary of their taking ownership of Toronto's oldest continuously operating movie theatre. Owners Andy Willick and Daniel Demois are redefining how independent movie theatres should operate. Recently they held a 3-D festival and a tribute to the late director, John Hughes. Watch for some interesting Halloween programming and a craft show on Nov. 21, as well as video gaming at the theatre. 416-691-7330.

**Ed's Real Scoop** at 2224 Queen E. Guess who's always scooping up awards for having sensational ice cream? Ed's placed third in *NOW Magazine's* August 13th round-up of best ice cream in the city! 416-699-6100.

**Jane Hall Design** at 2156 Queen E. Once again the "Voice of Style" is in the news. Jane was chosen to appear on *CBC's Dragon's Den* in an episode to be aired in the fall pitching the idea of designing and producing her own fabric line. Of late, she appeared on *CBC's Steven and Chris* show, was featured in the *Toronto Star* in Rita Zekas's column and the *National Post*, in an article on choosing colours for your home. They referred to our Jane as "the Empress of Colour."

**Oxford Learning Centre** at 2191 Queen E. This year marks the 25th anniversary of Oxford Learning – a centre that uses innovative approaches to learning, worldwide. Oxford in The Beach has been a staple in the neighbourhood for 11 years. Join anniversary celebrations on Sat. Sept. 26 from 2 – 4 p.m. at the Gazebo in Kew Gardens and enjoy various activities for children of all ages. Contact 416-686-1430 for further information or visit: [www.oxfordlearning.com/locations/ontario/beaches/events/](http://www.oxfordlearning.com/locations/ontario/beaches/events/)

**Essentia** at 2180 Queen E. Essentia went on *CBC's Dragon's Den* in 2008 in an attempt to secure financing to develop the retail side of the business. After meeting with the Dragons, Essentia was offered a deal which is still being negotiated. Essentia was able to raise funds and open its first retail store in The Beach with a product devoted to comfort, health and eco-friendliness. 647-348-0321.

**Dufflet** at 1917 Queen E. Despite facing 2,000 competitors in one of the food and beverage industry's biggest competitions, Dufflet won very big this year at the National Association for the Specialty Food Trade (NASFT) in New York. In the category of outstanding food innovation, Dufflet won Gold for her confection – Dufflet Caramel Crackle™ - Almond & Pistachio. Dufflet Small Indulgences line of Crackles™, Tumbles™, Morsels and more are available at the store and at gourmet shops throughout North America. 416-699-4900

**The Pie Shack** at 2305 Queen E. What a buzz this charming new place has created. They were immediately recognized on Blog TO, MartiniBoys.com and then mainstream media discovered them. They serve up some amazing sweet and savoury pies. 647-351-1411.

**Wild Earth Bakery** at 2142 Queen E. - Although still very new, this bakery is already making waves with people who have dietary restrictions such as: nut free, gluten-free, Vegan, and sugar free or for those with lactose intolerance. Taking notice are local GPs, nutritionists, naturopaths and homeopaths. 647-348-0202.



## TAILS A' WAGGIN'! SUMMER FUN WITH BEACH BUDDY!

Kids, adults and dogs all agree: Beach Buddy, the Beach BIA's loveable mascot, is one cool pooch. And this summer, Buddy and his puppy posse were out and about in full force hugging and blowing kisses along Queen E. and at summer events in The Beach. He did a little dancing, too!

Beachers were delighted to see him on the street, and kids of all ages enjoyed waving back to him, patting him on the head and honking their car horns as he made his way down the block.

Despite some tough forecasts, Beach Buddy braved the hot sun and heavy downpours to help welcome Beachers and tourists alike to the wonderful festivals that helped showcase some of our generous Beach merchants. Events included the Kew Beach Arts & Crafts show; the Beaches International Jazz Festival and a whole lot more! And like the social butterfly he is, Buddy frequently tapped into his online social networks like Facebook and Twitter to keep everyone posted on his summer adventures.

A warm thanks goes out to generous volunteers and staff at the Beach BIA for joining our fuzzy friend on his walks in the Beach. We couldn't have done it without you!

To catch up with Buddy on Twitter, go to <http://twitter.com/TheBeachBuddy>



**B Seen on Queen** is produced by the Beach BIA. Got a question? Any problems? Ideas for a future article or column? Let us know! Contact us by phone at: 416-693-BBIA (2242) | Fax: 416-693-2240 | E-mail: [execdirector@BeachBIA.com](mailto:execdirector@BeachBIA.com)

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website: [www.BeachBIA.com](http://www.BeachBIA.com)