



5 Excellent Reasons to Advertise in Community Newsletter Magazines

- **1. Top of Mind Brand Awareness:** Consistent advertising leads to increased sales. Companies maintain and gain market share when community residents are consistently reminded of their brands.
- 2. Payback: Community residents trust, and call businesses that advertise in their community magazines.
- 3. High Readership: 68% female | Even distribution of Millennial, Gen X, and Baby Boomer readers
- **4. Cost Effective:** With advertising rates as low as \$0.01 cent per household, advertising in our community magazines is incredibly affordable.
- **5. Geofence Your Audience:** Manage your budget, optimize your returns and target your audience by specific community magazines.

Nearby Community Newsletter Magazines:





No Drop Offs necessary! Visit skipthedepot.com/parkdalecommunity - sign yourself up for a pick up, they will come pick up your empties and take to the recycling centre. All you need to do is select the PCA as where you want your \$\$ donated!



Essential numbers for seniors in Calgary

9-1-1 Emergency (24-Hour)	403-SENIORS (403-736-4677) The Way In	
For EMERGENCY medical, fire and police response. Call the non-emergency police line at 403-266-1234 to report an incident that is not an emergency.	Information, advice and help accessing programs and benefits for older adults.	
	403-266-HELP (403-266-4357) Distress Centre and SeniorConnect (24-Hour)	
8-1-1 Health Link (24-Hour)	Crisis support and urgent social work response (including if you	
Health advice (including dementia advice) from a registered nurse.	are concerned about a senior at risk in the community).	
3-1-1 City of Calgary (24-Hour)	403-943-1500 Access Mental Health	
Information on all City of Calgary services. www.calgary.ca	Non-urgent advice on navigating the addiction and mental health system.	
2-1-1 Community Resources (24-Hour)	403-705-3250 Elder Abuse Resource Line (24-Hour)	
Information and referrals for community and social services. www.ab.211.ca	Confidential information and support, or to report a suspected case of elder abuse.	

Telephone language interpretation service available on all lines.



A NOTE FROM THE BOARD PRESIDENT

Hello Neighbours!

After a cold February, I am looking forward to the warmer spring weather.

A few updates this month:

- The Parkdale Community Rink is open! We are really happy with the new rink and the opportunities it brings for the community. Just a reminder to follow the COVID protocols as noted on the signage on the rink. We need to be safe and promote healthy living.
- The Parkdale Hub design is complete, and the development permit is in-progress. We are looking forward to a summer construction, and completion by the end of the year.
- We have launched a new section on our website, www. parkdalecommunity.com, dedicated to the accessible rink. Here you will find more information about the Parkdale Hub, ways to get involved and sponsorship opportunities.
- Our youth soccer program will be modified this year due to COVID. Stay tuned for information about the program. We want to make sure we are following all protocols and safety measures to protect our youth and the community.
- A team of volunteers are exploring a bike pump track for Parkdale. It is early days, but I am looking forward to another great amenity for Parkdale.
- By now, everyone has seen the coyotes in Parkdale. Please be aware. The City of Calgary webpage has more information about community coyote safety: https://www.calgary.ca/csps/abs/frequently-askedquestions/coyote.html?redirect=/coyotes.

While COVID has presented many challenges, we have successfully navigated through the uncertainty. Thank you to our community for your patience and support.

As a reminder, community memberships are available online at www.parkdalecommunity.com Thank you for supporting the Parkdale Community Association!

Be safe.

Amanda Affonso

President

"Changing the world can start from just one very small event in time, and one person." – Kenneth Shinkozuka

PARKDALE COMMUNITY ASSOCIATION

3512 - 5 Avenue NW, Calgary AB T2N 0V7 403-283-5767

office@parkdalecommunity.com www.parkdalecommunity.com

The PCA Office is usually open 9:00 a.m. to 3:00 p.m. Tuesday to Thursday. Please call or email and leave a message if you need support from the PCA Office. The PCA Office is closed on all statutory holidays.

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President	Amanda Affonso
Vice-President	Jon Balkwill
Treasurer	Darcy Gonci
	Jason Tauber
Secretary BOARD MEMBERS	Jason lauber
BUARD MEMDERS	
Director, Communications	VACANT
Director, Community Garden	Jason Tauber
Director, Events	Tammy German
Director, Fund Development	Andy Thiessen
Director, Membership	Wendy Wang
Director, Planning and Development	Judy Hoad
Director, Rink	John Butterwick
Director, Soccer	Angus Smith
Director, SSASD/SSASPG	Vince Walker
Director	Ruby Miller
Director	Steve Lemp
CITY OF CALGARY REPRESENTATIVE (EX-OFFICIO) Contact: office@parkdalecommunity.com	Catherine Gulinao

Recevelt's Pet Shop People have always enjoyed the company of pets. Whether it be cats, dogs, or birds. But Theodore Roosevelt was an even bigger pet lover than most. Along with some of these common household pets, Theodore Roosevelt also had a more interesting addition to his family. A pet Hyena named Bill! How's that for man's best friend?

YOUR CITY OF CALGARY

Maximize Your Water Savings with A Rain Barrel



The cost of watering your yard can account for 30 to 40 percent of your annual water bill. Using a rain barrel helps you conserve water and save money, all while keeping your plants healthy with soft, non-chlorinated rainwater.

How do I choose a rain barrel?

Look for a sealed barrel equipped with:

- An overflow mechanism, such as a diverter, for use with your existing downspout
- An additional outlet and hose to redirect water to plants or trees from the barrel once it's full
- A drain or tap near the bottom to fill a watering can

You can use one barrel or setup a network of multiple barrels to increase your savings.

Setting up your rain barrel

Locate the downspout most convenient for barrel placement. If your rain barrel didn't come with its own stand, set it on some concrete blocks or flagstones for extra stability. Read the installation instructions that come with your rain barrel carefully and refer to the barrel manufacturer or retailer for support.

Please visit calgary.ca/yardsmart for more information on rain barrels, conserving water, and gardening in Calgary.

WE WANT YOU

COMMUNICATIONS DIRECTOR NEEDED!

Are you creative? An aspiring writer? Do you know your hashtags from your emojis? We need you!

We are looking for a volunteer Communications Director to join our Board of Directors.

Communications Director Responsibilities include: • Manage Parkdale's social media accounts, the website, and community newsletter content

- Support our Events Committee with developing advertising to promote our annual events
- Attend board meetings once a month
- A PCA member in good standing

Interested? Email president@parkdalecommunity.com for more information.





Connect with a new, FREE set of resources, information, and legal advice designed to navigate this stressful scenario and empower you towards independence and economic recovery.

Visit www.helpwithdebtalberta.com

Alberta's First Accessible Outdoor **Community Rink is Now Open**

Parkdale Community Association Becomes Home to First Accessible Outdoor Rink

Calgary, AB, February 16, 2021 – The city of Calgary is now home to Alberta's first accessible and outdoor community rink. After winter construction, the Parkdale Community Association (PCA) has rebuilt its outdoor rink to make the facility more inclusive to the community, including sledge hockey players.

The Parkdale Community Rink served the neighbourhood for 30 years and was at the end of its useful life. Over the past three years, the Community Association worked with community organizations such as Level Playing Field and the Sledge Hockey Association to design a rink that sets a new standard for recreational facilities in western Canada.

To realize this project, the Parkdale Community Association received funding from the Parks Foundation Calgary, the Calgary Flames Foundation, the National Hockey League (NHL) and the National Hockey League Players' Association (NHLPA) through the NHL/NHLPA Industry Growth Fund, the Government of Alberta, the City of Calgary, Calgary Foundation and ENMAX.

Comments from the PCA and partners:

- · Darby Young, Principal accessibility strategist with Level Playing Field – "By having Parkdale Community Association take steps to make the rink inclusive, it's opening the doors in being a leader for the rest of the City of Calgary community associations, as they start to retrofit and make changes."
- Sheila Taylor, CEO Parks Foundation Calgary "We are pleased to support and partner with the Parkdale Community Association to build a community rink that all Calgarians can enjoy."
- Candice Goudie, Executive director Calgary Flames Foundation – "The Calgary Flames Foundation is excited to support the Parkdale Community Association's outdoor community rink project. We strive to support initiatives that embrace health and wellness, amateur and grassroots sports activities and promote accessibility."
- Amanda Affonso, President of the Parkdale Community Association - "We are excited to reach this major milestone with our partners and funders. The Parkdale community has set a new standard for recreational

facilities. One that is inclusive and accessible for evervone."

 John Butterwick, Rink director of the Parkdale Community Association - "Outdoor hockey is for everyone - a place to gather friends and family of all ages and abilities to create lasting memories."

About Parkdale Community Association

Established on December 29, 1953, The Parkdale Community Association (PCA) is the hub of the community, providing local programming that supports sports teams, family events, social programs and recreational facilities. The Parkdale community seeks to foster a welcoming, safe, and inclusive community.

Now approaching its 68th Anniversary, the PCA remains committed to delivering services for the benefit of the community of Parkdale, its citizens and Calgary as a whole. To learn more about Parkdale visit www. parkdalecommunity.com

Media Inquiries: Amanda Affonso

President, Parkdale Community Association Mobile: 403.837.6332 president@parkdalecommunity.com http://parkdalecommunity.com/rink/

Photo Images:

https://photos.app.goo.gl/7VgL4jqvrwe6c5Tz6 Photo credit @jackcarterimages

TWO THUMBS UP

Having opposable thumbs is a privilege many of us take for granted. As humans, we use our thumbs everyday, for almost every activity. But what would it be like for our pets if they had them too? March third is "What If Cats and Dogs Had Opposable Thumbs Day", so maybe its a good time to ask them!



PARKDALE COMMUNITY ASSOCIATION MEMBERSHIP RENEWAL

Your 2020 PCA Membership automatically terminated on January 31, 2021. Please renew or register your Membership on PCA website:

http://parkdalecommunity.com/about-the-pca/ membership/registration/

The Membership of the Parkdale Community Association grants you voting rights during our annual AGM, each adult resident from the Membership household is allowed one vote at the AGM. But more importantly, it acts as a gateway into the larger civic life of the citizens in your community.

- 1-year Family Membership: \$31.50
- 1-year Single Membership: \$21.00
- 1-year Senior Membership: \$5.25
- 1-year Business/Organization Membership: \$52.50

An individual or family membership in the PCA grants you or your family discounts on our PCA programs, including: • Parkdale Soccer Program – One of the most popular programs in the community with more than 100 children participating, our soccer program is available for children as young as 2, and as old as 15.

• Social Events – Each year the PCA holds a number of fun events! A PCA membership keeps you up to date on events and you receive the lowest price for entry.

• Garden Participation – In operation since 2013, the Parkdale Community Garden is an ideal spot to meet and have fun with other gardeners in the community, grow your own produce, or enjoy the bountiful perennial gardens. PCA membership is required to join the garden group.

Business/Organization benefits:

 Membership benefits – Access to our newly created business directory on the community website and quarterly social media advertisement.

• Sponsorship benefits - Sponsorship proposal that will include all events for the year.

	COVID-19 REGULATIONS	MORE INFORMATION AT ALBERTA.CA
5	1. At City-run rinks, signage will be posted with maximum participants allowed and guidelines for	for safe distancing practices.
	 Operators of smaller amenities with clear boundaries (e.g., skating rinks) should post capacit instructions on how to calculate capacity are available on Alberta.ca. 	ity limits at the amenity entrance.
	3. A person may participate in outdoor group physical activity consisting of less than 10 persons of 2 metres between all participants is maintained at <i>all times</i> . Games such as hockey, or sh can't be maintained between participants, are prohibited. (CMOH 44-2020)	
	4. Rules for typically sized outdoor hockey rinks enclosed by boards (61m x 26m)	
	- Maximum of 50 people on the ice at one time for rinks of this dimension of - No competitions, games or events can occur (CMOH Order 39) - Non-household participants must be distanced by 2 meters (CMOH Order - No indoor amenities other than washroom use (CMOH Order 39)	
	-26m-	
	5. Rules for smaller sized outdoor hockey rinks enclosed by boards (i.e. kids skating surfaces)	
	Establish, post and ensure that patrons follow set capacity limits No competitions, games or events can occur (CMCH Order 39) Non-household participants must be distanced by 2 meters (CMOH Order No indoor amenities other than wastroom use (CMOH Order 39)	ier 26)
		Created on Dec. 28, 2020

Parkdale Community Rink and Hub Frequently Asked Questions

Who is the Parkdale Community Association?

Established on December 29, 1953, The Parkdale Community Association (PCA) is the hub of the community, providing local programming that supports sports teams, family events, advocacy for appropriate change to the built environment, social programs, and recreational facilities. The Parkdale community seeks to foster a welcoming, safe, and inclusive community.

Now in its 68th Anniversary Year, the PCA remains committed to delivering services for the benefit of the community of Parkdale, its citizens and Calgary as a whole. To learn more about Parkdale and to purchase a community membership, visit www. parkdalecommunity.com.

What is the Parkdale Community Rink and Hub?

The Parkdale Community Association has built Calgary's and Alberta's first outdoor accessible community rink. This year, Parkdale will be home to an outdoor community rink that is inclusive and accessible to everyone.

The existing outdoor community rink was redesigned and replaced to meet accessibility standards for sledge hockey. A new standard of design has been set for all future community rinks to be inclusive and accessible.

The Parkdale Hub will make the entire community rink accessible, including access from both parking lots to an accessible social area, an accessible building with a dressing room and washrooms, as well as a garage for an ice re-surfacer.

Why is Parkdale leading this project?

The outdoor community rink was at the end of its useful life. As part of the Parkdale Community Association's lifecycle plan, a decision was made by the Board of Directors to replace the community rink for safety reasons.

The Parkdale Community Association engaged with partners and organizations like Calgary Sledge Hockey Association, Level Playing Field, community groups, residents and users of the rink to inform, design and build a new community rink that promotes inclusion and accessibility for everyone.

Community Associations play a critical role in bringing people together by creating gathering places,

infrastructure that promotes vibrancy and a sense of belonging. The Parkdale Community Association is taking this seriously and we are building an outdoor rink and hub that is welcoming, inclusive and will be resilient for the next 30 years.

Who can use the rink and how will it be managed?

The Community Rink is open to the community and community groups for public skating, rentals and events. The Community Rink is a social place for gathering and enjoying recreational activities.

The Community Rink is managed by a group of committed volunteers who flood the rink, clear the snow and make sure it is safe for everyone to enjoy.

What is the budget for the Community Rink and Hub?

The Community Rink and Hub was broken into two phases purely for financial reasons. The Parkdale Community Association wanted to ensure the project is fully funded and not putting the organization in financial risk. Phase 1, the community rink was completely funded in 2020. Construction began in the fall of 2020 and completed in February 2021. Phase 2, the hub is 75% funded in 2020 and we will be fundraising for the remaining 25% in 2021. Phase 2, construction is expected to begin in the summer of 2021. Both phases (Community Rink and Hub) total a \$1.5 million budget.

Who are your community partners and funders?

Committed to building sustainable and inclusive communities, our funding partners include Parks Foundation Calgary, Flames Foundation, Government of Alberta, Enmax, Federation of Calgary Communities and the Calgary Foundation. We have also received donations from our community residents via our GoFundMe campaign.

We are thrilled to be working with community partners Level Playing Field, Sledge Hockey Association of Alberta and The City of Calgary to ensure our designs meet Rick Hansen accessibility building standards.

When will the Community Rink and Hub be open to the community?

The community rink will be opening this winter pending COVID restrictions. We will follow all safety precautions and abide by health protocols.

How can I get involved?

• This is a volunteer-driven project. We welcome new volunteers especially in the roles of rink maintenance, grant writing, fundraising and communications.

- If you are interested in volunteering, email our President at president@parkdalecommunity.com
- We are currently looking for sponsors to support both the Community Rink and Hub. Sponsorship packages are available at www.parkdalecommunity.com
- Financial Donations (eligible tax receipts) can be made via Parks Foundation Calgary https://app. etapestry.com/onlineforms/ParksFoundationCalgary/ sportsother.html [Select Parkdale Outdoor Rink & Community Space Revitalization]

Where can I get more information?

- We do our best to keep the PCA website up to date with the most recent information www. parkdalecommunity.com
- We are also live on social media Facebook, Twitter and Instagram (@Parkdale Community Association)



Schematics of the Parkdale Community Rink and Hub

How Low Can He Go?

Have you ever tried to sing as deep and low as you possibly can, and maybe even shocked yourself with how low that was? Well, Tim Storms holds the record for the lowest note produced by a human. The lowest note he can hit cannot even be heard by the human ear!

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NEIGHBOURHOOD CONFLICT? Community Mediation Calgary Society (CMCS) is a no-cost mediation and conflict coaching service that can help you resolve problems and restore peace! We help neighbours be neighbours again! www.communitymediation.ca, 403-269-2707.

RUFF TO BUFF DOG GROOMING: Home-based, one-on-one professional dog grooming. Full-service salon. Classic breed trims to functional utility trims, nail trims, deep conditioning baths, and brush-outs. Located in Parkdale. Contact us for full pricing and appointments: email ruff2buffgrooming@gmail. com, call 403-852-0057, find us on Facebook at www. Facebook.com/gentlepetgroomingcalgary, or visit www.ruff2buffdoggrooming.com.







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- Jason_CoppingAB 2 @JasonCoppingAB

COVID, Vaccination, and Economic Recovery

Alberta's government is back in session with the introduction of Budget 2021 and a continued focus on supporting Albertans through COVID-19 and Alberta's Economic Recovery Plan.

The global health crisis, economic recession, and low oil prices have had a significant impact on the health of Albertans, our economy, and the provincial budget. The Government of Alberta's commitment remains on protecting lives and livelihoods. This means focusing on vaccination roll out, protecting our hospital capacity and the most vulnerable, and getting Albertans back to work. In order to support Albertans through these challenging times, it will be necessary to run another high deficit this year. Given these costs will be passed onto future generations, it is even more important to manage your dollars responsibly while delivering key services.

With Alberta's Recovery Plan, along with reducing regulatory red tape for businesses and in bringing overall spending in line, we will see Alberta's economy gradually emerge from this downturn.

I am optimistic that the Alberta government will continue to implement policies this session that will see our economy continue to move in the right direction, and we will still have the government services we depend and rely upon.

International Women's Day – Choose to Challenge

I want to take a moment to recognize International Women's Day on March 8. This day is of significant importance to me, not only as a human resource professional, but as a father to three daughters, and being the MLA for the University of Calgary.

I see a future for my daughters, and all women, that is equal and allows them to become anything they challenge themselves to do. This year's theme is 'Choose to Challenge'. There is no better time for this theme as the world emerges from the challenges that we have all faced this past year.

On March 5, I am proud to join women in leadership roles who will engage in a conversation of their experiences, challenges they have had to overcome, and where they see the future for women leaders.

As always, if you need to get in touch with me on any provincial issue or have questions, please feel free to reach out to my office at Calgary.Varsity@assembly.ab.ca.



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Have you immigrated to Canada in the last five years? If yes, we would like to know who or what helped you as you settled into life in Calgary.

The survey will take 10-15 minutes to complete and is available in 12 languages. Completed survey responses will be placed in a draw for one of ten \$50 gift cards.

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