

## **Beaches Living Guide – Anniversary Update**

### **IT'S OUR ANNIVERSARY!**

It was July 14, 2004 – just one year ago – when the newest addition to the Beaches community arrived: the *Beaches Living Guide*. A lot has happened since then.

### **EXTENDED DISTRIBUTION**

- In the last two months, we've delivered the *Beaches Living Guide* to libraries, bookstores, magazine shops, restaurants, LCBO stores, hotels (such as Day's Inn, La Germaine and Intercontinental), galleries, tourist centres and other high-traffic locations.
- The Guide is being distributed door-to-door throughout the Beaches, Riverdale and west-end Scarborough, as well as areas in downtown Toronto, North York and East York.
- Places – like libraries, LCBO stores and Day's Inn – have asked for many more copies of the Guide. In fact, several people said that the Guide is “moving like hotcakes!”

### **SURVEY RESULTS**

- People use the *Beaches Living Guide* regularly and read it cover to cover.
- We've received many e-mail submissions from people visiting the website.
- Councillor Sandra Bussin told us that Beaches residents loved the articles in the Guide.
- When asked to comment on the Guide, people said that they liked:
  - the quality
  - the layout
  - overall content
  - its usefulness

### **WHAT'S COMING IN THE FALL/WINTER ISSUE**

- The *Beaches Living Guide* now has a new section called Kids' Programs, which will include a comprehensive list of various programs for children in the area. Make sure that you let your children's teachers know about
- We're expanding on the list of home renovation services in the Beaches. If you know a good company that does home renovation, then make sure that you let them know about the Guide.

### **SIGN UP NOW FOR THE NEXT ISSUE**

- The 2005 Fall/Winter issue of the *Beaches Living Guide* will be published at the end of September or beginning of October.

- We have made some key structural changes to the Guide. Download [BeachesLivingInfo2005.pdf](#) or check out the [BeachesLivingInfo2005](#) link on the [BeachesLiving.ca](#) website today.
- To reserve or renew your space in the Guide, make sure that you sign up by July 31, 2005. Contact us by phone (416-690-4269) or e-mail ([info@beachesliving.ca](mailto:info@beachesliving.ca)) to get in the Guide!