



# A-WAY EXPRESSIONS

A Newsletter for the Customers and Friends of A-WAY EXPRESS Courier Service

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## Our 22<sup>nd</sup> Anniversary Celebration

By Rosemarie Gelineau

How do you celebrate an anniversary, introduce a new business concept, raise funds and awareness and bridge the survivor population with the artistic-survivor world? If you're Tim Maxwell, A-Way Express' Marketing manager, you organize a benefit concert that showcases an eclectic, talented and thought-provoking group of musicians and spoken-word artists. You invite all sectors of the survivor community, including A-Way employees and Board members and naturally, you have the Raging Spoon offering food and beverages at the event. The result? An evening that entertained, enlightened, fostered a sense of community, reflected upon our history and heralded a new era of optimism and ingenuity.

Everything went off without a hitch. After introductions from our Executive Director Laurie Hall, we were treated to a compelling performance from spoken-word artist, Kiki Mahy. Many in attendance had never experienced this creative form and found it quite powerful. We also had a strong, solo performance from our own Tim Maxwell and a sincere and touching set from one of A-Way's founders, Richard Smith. Later, Greg Frankson (aka Ritallin) and his band got everyone moving with more spoken-word set to music and pumping, rhythmic numbers that combined soul, funk, hip-hop and Caribbean flavours.

One of our best customers, Kumari Colson (Kumari's, Yorkville) generously donated 50 gift bags that were given as door prizes, much to the delight of our guests. Our fellow consumer-survivor business and long-time friends, the Raging Spoon provided our guests with canapés and desserts, while wine and beer were also on tap. The evening was made possible through funding from the Co-operators and McCutcheon Foundation.

Please Join Us  
for our  
22<sup>nd</sup> Annual General Meeting  
Wednesday, October 7<sup>th</sup>, 2009

6:00 pm at the

**Danforth Mennonite Church**

**2172 Danforth Avenue**

1 ½ blocks east of Woodbine

2 doors east of A-Way Express

**We will be launching our  
NEW VIDEO about A-WAY EXPRESS  
Produced by The Cooperators**

Amidst the music, food and dance, we can't forget the underlying reasons for the celebration. Aside from the joy of our 22nd year of success, we have worked for many months on the development of a new business concept tentatively named, the Applause Gallery Café. Currently, the project is still in its formative stages, with first-level consultations complete, thanks to our friend Jacques Tremblay. Subsequent consultations with the survivor community at-large and A-Way employees are forthcoming. The concert was our way of launching this concept for the first time.

Having been dubbed "the oldest social purpose enterprise in Canada", A-Way Express has many reasons to be proud. However, all things change and we must adapt and grow in order to continue our status as a world leader in the consumer-survivor arena. With the prospect of a new business on the horizon, it seems we are doing just that and the future looks very bright, indeed.

**EXPRESS IT WITH CONFIDENCE!**



# A-Way CARD Tour

By Mary Sharp

On a beautiful day this past spring, the employees at A-Way Express had an opportunity to tour the facilities at the **COMMUNITY ASSOCIATION FOR RIDING FOR THE DISABLED**. CARD'S program "helps improve the lives of children, youth and adults with physical and cognitive disabilities through quality therapeutic riding". ( [www.card.ca](http://www.card.ca) )

Lee Jenkins when not on the road working for A-Way as Courier #23, volunteers at CARD. Lee is a side walker who provides guidance to the rider such as sitting in the saddle properly, making sure the rider's boots are in the stirrups and as a buddy to the rider. CARD'S success is "dependent on dedicated volunteers who act as leaders, side walkers, groomers, horse trainers, instructors, administrators, fundraisers and committee members". Each of us on the tour also had a chance to groom Larry, the resident pony, under the watchful eye of Lee.

Lee has been volunteering with CARD since 2006, however, his love of horses and first contact with CARD goes way back to 1978. Lee with his late wife Ewa ran their own riding stable in Pickering Ontario. Riding lessons and a day camp kept both the accomplished riders busy and very happy. Nevertheless they both had time to participate in a Ride-A-Thon for CARD, raising funds for horse care, facility maintenance and special events.

When asked what draws him to horses and volunteering, Lee's face lights up with his famous grin! "Horses make me happy, been around them most of my life. Volunteering at CARD puts me with like minded people. I find the resources available to the riders incredible. When necessary, each rider gets a leader, a side walker (sometimes two), and an instructor, making sure the rider gets the lesson correct. Over time many riders become independent and no longer require the support team".

Lee, the son of an Orthodontist and a Dentist has lived in Queensland Australia, near Rockhampton. There in 1967, he worked at a Cattle Station as a 'jackaroo'. (Australian bush term, for a young man working on sheep or cattle stations). Presently, Lee takes a very active role in the care of his elderly mother. CARD and A-Way Express both benefit from Lee's love of animals and kind, gentle ways.

## Danforth Mosaic BIA News

By Rosemarie Gelineau

In 2008, A-Way Express participated in the formation of the newest BIA (Business Improvement Area) in Toronto: the Danforth Mosaic BIA. Members within a BIA pool together their resources to promote their businesses and physically and aesthetically improve their area and the entire neighbourhood. The Danforth Mosaic is composed of more than 400 businesses and spans an area along the Danforth from Westlake Ave in the east, to Jones Ave in the west. It is the longest in the city and one of the most diverse, representing many cultures and ethnicities. The Board consists of 13 members (from the businesses) and four City of Toronto Councillors.

This summer, the BIA has numerous events planned, one of them being the 1st Annual Mosaic Does Jazz Festival. Every Wednesday, from July 1st to September 2<sup>nd</sup>, artists from every genre of jazz will perform at the Coxwell Parkette, (SW corner of Coxwell and Danforth) from 5 to 8p.m. This is a free event, although local business will be selling food and drinks. To promote our proposed new business, *Applause Gallery Café*, A-Way sponsored the first concert by *Autorickshaw*, on Canada Day.