

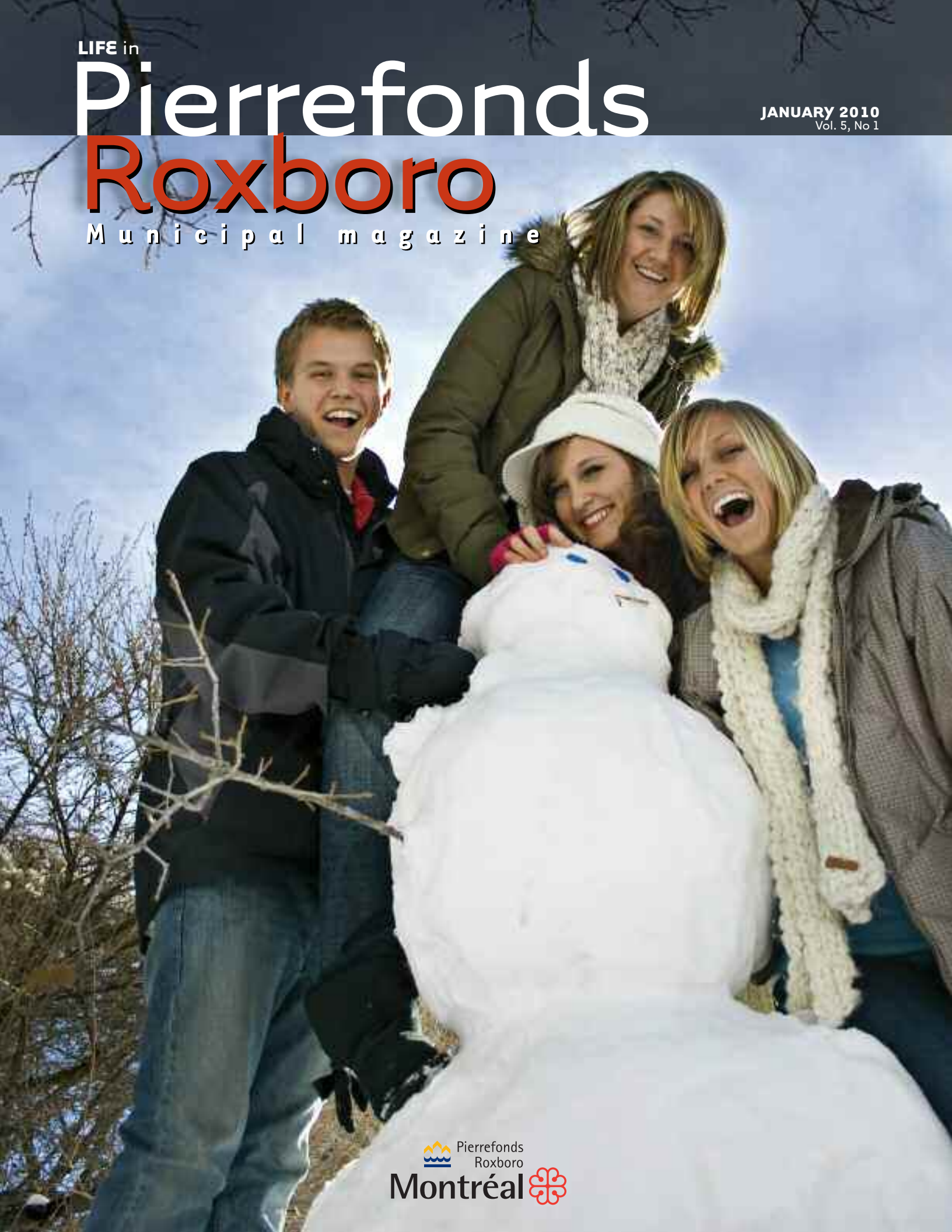
LIFE in

Pierrefonds

JANUARY 2010
Vol. 5, No 1

Roxboro

Municipal magazine



LIFE in Pierrefonds Roxboro

LIFE IN PIERREFONDS-ROXBORO
Municipal magazine

Publication
Ville de Montréal
Communications Division
Pierrefonds-Roxboro

Borough Hall
13665, boulevard de Pierrefonds
Pierrefonds (Québec) H9A 2Z4

Business hours
Monday to Thursday, 8 a.m. to 5 p.m.
and Friday, 8 a.m. to 12 p.m.
Fridays, all departments close at noon.
They also close for lunch between 12 and 1 p.m.
Monday through Thursday except for the Citizen
Services Office, which remains open during
lunch hour.

Telephone
A phone number easy to remember:



For recreational and cultural activities, please
continue to dial the numbers published in the
following pages.

Fax
514 624-1300

E-mail and website
pierrefonds-roxboro@ville.montreal.qc.ca
ville.montreal.qc.ca/pierrefonds-roxboro

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PUBLIC MEETINGS COUNCIL ROOM

Borough Hall
13665, boulevard de Pierrefonds
Pierrefonds

January

11 at 7 p.m.
Borough Council meeting
18 at 7 p.m.
Urban Planning Advisory Committee

February

1 at 7 p.m.
Borough Council meeting
8 at 7 p.m.
Urban Planning Advisory Committee

March

1 at 7 p.m.
Borough Council meeting
8 at 7 p.m.
Urban Planning Advisory Committee

April

6 at 7 p.m. (Tuesday)
Borough Council meeting
12 at 7 p.m.
Urban Planning Advisory Committee

May

3 at 7 p.m.
Borough Council meeting
10 at 7 p.m.
Urban Planning Advisory Committee

To ensure that the question period during Borough Council meetings proceeds smoothly,
residents who wish to address council members are asked to register with the Borough
Secretary before the meeting.

The Borough Secretary will be in the council room as of 6:45 p.m. to record your name and
address, status (owner, tenant or occupant) and the nature of your question. During the
question period, you will be asked to address your question to the members of council.

City Council Meetings at

MONTRÉAL CITY HALL

275, rue Notre-Dame Est
January 25, February 22, March 22, April 19 and May 17, at 7 p.m.

IMPORTANT NOTICE

Municipal buildings will be closed Good Friday and Easter Monday, April 2 and 5,
as well as Victoria Day, Monday, May 24.

MESSAGE FROM MONTRÉAL MAYOR



In Montréal, we are committed to the quality of life of our fellow residents. That is why our Administration will continue to deploy the energy necessary for delivering local services that meet all your needs. We will follow through on the implementation of our projects for the city and its boroughs, in line with the highest ethical standards.

In Pierrefonds-Roxboro, Mayor Monique Worth, all elected officials and employees are dedicated to the growth and prosperity of the entire borough.

I wish all of you a very happy 2010!

A handwritten signature in black ink, appearing to read 'Gérald Tremblay'.

Gérald Tremblay
Montréal Mayor

MESSAGE FROM THE BOROUGH MAYOR



A Call for Participation

Over the last few months, we have all heard and read articles on transparency, allegations of corruption, the need for responsible management and accountability of elected officials and administrative staff. While on the road, door-to-door, we also heard of needs being expressed for services that touch our day-to-day lives such as snow clearing and waste and recyclable materials removal.

Just hearing these messages is clearly insufficient, it is necessary to take measure and understand the underlying concerns and act accordingly. We will take actions to implement services and controls that will meet your needs, here in the borough and in Montreal. This is in fact our first objective.

To date, we are proud of the work accomplished in the borough as we have an enviable financial situation and we have long since implemented some opportunities for consultation that have been imitated by others in the past. We can and will do better – we will look for ways to increase citizen participation to identify opportunities and solicit your feedback during the elaboration process of our major projects and future borough accomplishments.

I can count on an experienced and devoted team that will allow me to assume the new responsibilities that I have proudly accepted within the Executive Committee of the City of Montreal. In this role, responsible for Sports and Recreation, I will bring with me an excellent knowledge of the growing needs of our area and my 20 years of experience within the municipal world. This is a new beginning and a new challenge that I accept with humility and pride. I will act in all conscience for the benefit of all Montrealers and make every effort to revive their desire to get involved and be proud of their City. Our doors are wide open to your suggestions; feel free to contact us any time.

On behalf of the Borough Council members and our staff, I extend our best wishes for the New Year; may 2010 bring you much happiness and prosperity.

A handwritten signature in black ink, appearing to read 'Monique Worth'.

Monique Worth
Borough Mayor

MESSAGE FROM THE BOROUGH COUNCILLOR EAST



Dimitrios (Jim) Beis

May the New Year bring joy and health to you and your loved ones!

I would like to take this opportunity to thank all the residents who have exercised their right to vote to choose their Borough Council representative. For almost eight weeks before the municipal election I had the privilege of meeting thousands of you going door to door and had an opportunity to listen to your concerns. We all essentially want the same things from what I heard and that is to live in a safe, clean and prosperous community; a community that celebrates its cultural diversity and is one of inclusiveness.

I bring with me 20 years of municipal experience specifically in Parks, Sports

and Recreation and plan to work hard to continue to improve our quality of life in Pierrefonds-Roxboro.

I would especially like to invite the youth who often feel ignored and I urge them to contact us to work together to create viable projects to allow them express their concerns and recommend solutions to develop a strong level of pride and a sense of belonging.

I am proud to be elected as your Borough Councilor and a part of this team. I am also looking forward to meeting all of you during the next 4 years.

The Borough Council, Management and Personnel

WISH YOU A HAPPY NEW YEAR!



Catherine
Clément-Talbot

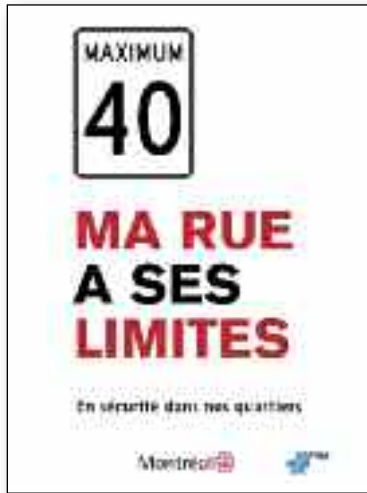
Bertrand A.
Ward

Monique Worth
Mayor

Christian G.
Dubois

Dimitrios (Jim)
Beis

Introduction of the 40 km/h speed limit in our borough



The Montréal Transportation Plan aims to reduce accidents by 40% over a period of 10 years. Several measures have already

been implemented in order to improve traffic safety.

The 40 km/h speed limit adds to these measures to improve the quality of life of Montrealers. It will contribute significantly to reducing the probability and severity of injuries, since the odds of a motorist fatally injuring a pedestrian with his or her vehicle are 70% at 50 km/h and 25% at 40 km/h.

The 50 km/h speed limit will remain in effect along major arteries such as Saint-Jean, Saint-Charles, Des Sources and Pierrefonds boulevards. The speed limit will be reduced to 40 km/h on sections of Gouin Blvd. between the Cageux St. and Saint-Charles Blvd. and between Aumais St. and Pierrefonds Blvd. The 30

km/h speed limit will be maintained in school zones and near parks.

In Pierrefonds-Roxboro, the speed limit was already set at 40 km/h in residential areas, it's the sector concept what represents the novelty. Signs that read MAXIMUM 40 km/h – SECTEUR will be posted at the entrance to a residential sector. Motorists must obey the speed limit until they see another speed-limit sign.

The by-law is in force since December 27, 2009. Drivers must always obey the signs and speed limits in force.

For more information about speed limits, please dial 311 or visit the website: www.ville.montreal.qc.ca/max40.

Le bonheur de choisir

Pierrefonds Roxboro
Montréal

LOCATION DE SALLES
 pour réceptions de mariage,
 anniversaires, conférences, réunions
 et expositions

HALL RENTAL
 for wedding receptions, anniversaries,
 conferences, meetings and exhibitions

Louis Rachiele | 514-624-1118

Centre communautaire Marie-Martin
 Centre communautaire de

OPERATION SNOW REMOVAL LET'S ALL PITCH IN.



Let's make this winter a safe one.

Help keep snow-removal operations safe by respecting the by-laws.

In Pierrefonds-Roxboro, it is prohibited to throw snow onto the street * and to park on the street at night.

Use public transit and leave earlier.

For more information, dial **311** or visit our website ville.montreal.qc.ca/deneigement

Montréal 

SNOWFALL: HAVE THE GOOD REFLEX!

During and after a snowfall, crews from the borough and its subcontractors are doing their best to clean the streets as quickly as possible.

We ask your cooperation to facilitate and accelerate snow removal operations. Please move your car if you think that it will slow down snow clearing operations.

MUNICIPAL BY-LAWS

Winter is the ideal time to submit requests for renovation or construction projects you are planning to undertake in the spring, given that delays are required to analyze requests and issue permits.

For any information, to request a permit or to verify its terms, or to obtain a certificate of authorization, you can either call the Construction Division at 311 or come to the borough hall, 13665, boul. de Pierrefonds during business hours. The employees will gladly inform you on applicable by-laws and standards. You can also consult the by-laws online: www.ville.montreal.qc.ca/reglements

CAR SHELTERS

PIERREFONDS AND ROXBORO SECTORS

As per the by-law, car shelters must be taken down before April 15.

NIGHT PARKING REGULATION

PIERREFONDS AND ROXBORO SECTORS

Don't forget that it is illegal to park on the street between 1 a.m. and 7 a.m., until April 1.

* This goes also for the snow removal contractor you hire. Remember that you are responsible for the work done by the contractor.



Simon & the Egg

PIERREFONDS-ROXBORO ON STAGE



Alpha Thiam

Pierrefonds Cultural Centre
13850, boul. Gouin Ouest

East Community Centre
9665, boul. Gouin Ouest

P.C.H.S.
13800, boul. de Pierrefonds



Kerry-Anne Kutz



Les habits neufs



Jorge Martinez



Andrea Lindsay



Duo Trudel-Bourbonnais



Psukhô in concert

JANUARY

Un mundo maravilloso

Movie

Friday, January 29, 2010, at 7:30 p.m.
Pierrefonds Cultural Centre
Free, passes required

FEBRUARY

Gaétan Leclerc chante Félix

Song

Monday, February 1, 2010, at 7:30 p.m.
Pierrefonds Cultural Centre

Andrea Lindsay

Song

Friday, February 5, 2010, at 7:30 p.m.
Pierrefonds Cultural Centre

INTAKTO

World beat music

Monday, February 8, 2010, at 7:30 p.m.
Pierrefonds Cultural Centre

Alpha Thiam

World beat music

Monday, February 22, 2010, at 7:30 p.m.
Pierrefonds Cultural Centre

MARCH

Roadsworth

Movie

Monday, March 1, 2010, at 7:30 p.m.
Pierrefonds Cultural Centre
Free, passes required

Mon accordéon à moi

Show for youngsters

(6- to 12-year olds)
Tuesday, March 2, 2010, at 1:30 p.m.
East Community Centre
Free, passes required

All Aboard to Planet Alloy

Show for youngsters

(6- to 12-year olds)
Wednesday, March 3, 2010, at 10 a.m.
East Community Centre
Free, passes required

Jorge Martinez

World beat music

Monday, March 8, 2010, at 7:30 p.m.
Pierrefonds Cultural Centre

Simon & the Egg

Show for youngsters

(6- to 12-year olds)
Friday, March 12, 2010, at 7 p.m.
East Community Centre

Kerry-Anne Kutz chante Kurt Weill

Jazz / Blues

Monday, March 15, 2010, at 7:30 p.m.
Pierrefonds Cultural Centre

Psukhô

Exhibition – Contemporary totem

From March 17 to April 9, 2010
East Community Centre
Free

Les habits neufs

Show for youngsters

(2- to 5-year olds)
Friday, March 19, 2010, at 7 p.m.
East Community Centre

Duo Trudel-Bourbonnais

Jazz / Blues

Monday, March 22, 2010, at 7:30 p.m.
Pierrefonds Cultural Centre

Psukhô in concert

Exhibition – Contemporary totem

Friday, March 26, 2010, at 7 p.m.
East Community Centre
Free, passes required

APRIL

Youthful Airs

Classical concert

(Orchestre métropolitain)
Friday, April 16, 2010, at 8 p.m.
P.C.H.S.

Information

Brochure: Pierrefonds-Roxboro on Stage

Website:
www.ville.montreal.qc.ca/pierrefonds-roxboro

Telephone: 514-624-1100

PIERREFONDS PUBLIC LIBRARY

All activities
are FREE
of charge!

www.ville.montreal.qc.ca/pierrefonds-roxboro

PIERREFONDS PUBLIC LIBRARY

13555, boulevard de Pierrefonds
514 620-4181

Bus routes

68, 201, 205, 208, 209, 214, 215,
225, 268, 470

Opening hours

Monday to Thursday:
10 a.m. to 9 p.m.

Friday: 10 a.m. to 6 p.m.

Saturday and Sunday:
10 a.m. to 5 p.m.

Holidays - Closed

Good Friday: Friday, April 2

Easter Sunday: Sunday, April 4

Easter Monday: Monday, April 5

SERVICES

Wireless Internet

Wireless Internet is available
free of charge to all the library
members.

Le portillon

Pierrefonds Public Library has a
delivery service: « *Le Portillon* ».

Are you housebound? This
service is for you! Novels,
non-fiction books and talking
books right to your door!

**Sign up by calling at
514 620-4181, it's free!**

Membership at the
libraries is FREE
for all the Ville
de Montréal
residents.

Enjoy all the
services we offer!

**For adults
REGULAR
ACTIVITIES**

English Book Club

Every month read a book suggested by our
club leader, Mary Soderstrom, and share
your impressions with other readers along
with a good cup of coffee.

Registration required

➤ **MONDAYS, FEBRUARY 15, MARCH 15,
APRIL 12 AND MAY 10**

Les mots partagés

with Hélène Denis

For people with a good knowledge of the
French language who wish to improve it.
Twice a month, 15 people will meet to
discuss a book they have read at the
suggestion of the animator.

Registration required

➤ **TUESDAYS, JANUARY 26, FEBRUARY 9 AND 23,
MARCH 9 AND 23 AND APRIL 6, FROM 7 P.M. TO 9 P.M.**

**CONFERENCES
AND WORKSHOPS**

**Les États-Unis et
Barack Obama :
un an plus tard**

(in French)

with Donald Cuccioletta

What is the state of the United States a
year after the swearing in of Barack
Obama? Come to the discussion with
Donald Cuccioletta, a specialist in
American history and research director in
the Raoul Dandurand Chair at UQAM.

➤ **WEDNESDAY, JANUARY 20, AT 7 P.M.**



**Rêves et
symboles**

(in French)

with Nicole Gratton

Understanding our
dreams may help us
appreciate this price-

less gift of sleep and to enjoy an enlarged
vision of our night-time escapades.

➤ **WEDNESDAY, FEBRUARY 24, AT 7 P.M.**



**Rencontre
avec Tecia
Werbowski**

(in French)

As part of the « Mots
partagés » activity,
meet the novelist,
writer and essayist
Tecia Werbowski.

➤ **TUESDAY, MARCH 9,
AT 7 P.M.**



**Brainy
Science**

**with Dr. Joe
Schwarcz**

Why do some people
retain their mental
capabilities into
their nineties while
others succumb to
Alzheimer's disease?
Can we "feed" our
brain nutrients to

improve memory? Will you be smarter after
this lecture? Come and find out.

➤ **WEDNESDAY, MARCH 17, AT 7 P.M.**

All activities
are FREE
of charge!

Uncovering Peru – Land of the Inca

with **Frederic Hore**

A vibrant and colourful 90 minutes slide show featuring Peruvian music and lively travel lore by Montréal adventure photographer.

➤ WEDNESDAY, APRIL 7, AT 7 P.M.

Initiation à la mosaïque

(in French)

with **Laurence Petit**
(Atelier Gogofrisette)

As part of Earth Day, create your own garden slab from recycled materials.

➤ THURSDAY, APRIL 22, AT 6:30 P.M.

For children REGULAR ACTIVITIES

Weekly Tiny Tales for Tiny Tots

(2 years old children accompanied
by an adult)

An introduction to picture books in a group setting. Stories, songs, finger plays, felt board, rhymes and puppets.
30 minutes of fun!

Registration required

➤ WINTER SESSION BEGINS THE WEEK OF
FEBRUARY 8.

Weekly Story Time

(3- to 5-year olds)

Forty-five minutes of stories, songs, rhymes and crafts. Come and enjoy books at the library.

Registration required

➤ WINTER SESSION BEGINS THE WEEK OF
JANUARY 25.

Saturday Tiny Tales for Tiny Tots

(2½- to 3-year olds)

with **Michelle Wachman**

An introduction to picture books in a group setting. Stories, songs, finger plays, felt board, rhymes and puppets.
30 minutes of fun!

For children who do not attend the regular Weekly Tiny Tales.

Registration required

➤ SATURDAYS, FEBRUARY 20, MARCH 20 AND
APRIL 17, AT 10:15 A.M.

Saturday Story Time

(4- to 5-year olds)

with **Michelle Wachman**

For children who do not attend the regular Weekly Story Time.

Registration required

➤ SATURDAYS, FEBRUARY 20, MARCH 20
AND APRIL 17, AT 11 A.M.

Once Upon A Time

(6- to 8-year olds)

with **Michelle Wachman**

Discover funny, serious or crazy stories.

Registration required

➤ SATURDAYS, FEBRUARY 20, MARCH 20
AND APRIL 17, AT 1 P.M.

Book Club

(9- to 12-year olds)

with **Carol-Ann Hoyte**

Fun time with books.

One meeting per month.

Registration required

➤ SUNDAYS, JANUARY 24, FEBRUARY 21,
MARCH 28 AND APRIL 25, AT 1:30 P.M.

Club de lecture

(in French)

(9- to 12-year olds)

with **Nathalie Boivin**

Fun time with books!

One meeting per month.

Registration required

➤ SATURDAYS, FEBRUARY 13, MARCH 13
AND APRIL 10, AT 2:15 P.M.

SPECIAL ACTIVITIES

Comment poussent les bananes?

(in French)

(5- to 10-year olds)

As part of Black History Month activities, children are invited to enjoy a tale on how to grow bananas and then to putter around. The activity will end with a tasting of different types of bananas.

Registration required

➤ SATURDAY, FEBRUARY 6, AT 10:30 A.M.

Pyjama Story Time

with **Michelle Wachman**

➤ WEDNESDAY, MARCH 24, AT 6:45 P.M.



Connaissez-vous Geronimo Stilton?

(in French)

With a suitcase full of souvenirs, Geronimo shares all the hidden secrets it contains. Bring your camera and books for an autograph signing session.

**Places limited, registration required
starting February 8.**

➤ MONDAY, MARCH 1 AT 10:30 A.M.
AND AT 1 P.M.

ROXBORO PUBLIC LIBRARY

All activities
are FREE
of charge!

ROXBORO PUBLIC LIBRARY

110, rue Cartier
514 684-8247

Bus routes

206, 208, 209, 214

Opening hours

Monday to Wednesday:
1 p.m. to 9 p.m.
Thursday: 10 a.m. to 9 p.m.
Friday: 10 a.m. to 6 p.m.
Saturday: 10 a.m. to 5 p.m.
Sunday: 1 to 5 p.m.

Holidays - Closed

Good Friday: Friday, April 2
Easter Sunday: Sunday, April 4
Easter Monday: Monday, April 5

Services

Wireless Internet
Wireless Internet is available free
of charge to all the library
members.

Membership at the
libraries is FREE
for all the Ville
de Montréal
residents.

Enjoy all the
services we offer!

www.ville.montreal.qc.ca/pierrefonds-roxboro

For adults REGULAR ACTIVITIES

Book Club

Discussion on a book chosen by
the participants.

➤ MONDAYS, JANUARY 25, FEBRUARY 22,
MARCH 29, APRIL 26 AND MAY 31, AT 1:15 P.M.

Club de lecture

(in French)

with **Martin Charette**

Discussion on a book chosen by
the participants.

➤ FRIDAYS, JANUARY 15, FEBRUARY 12,
MARCH 12, APRIL 9 AND MAY 6, AT 10:00 A.M.

Book Club for Young Adults

(15- to 19-year olds)

with **Madeeha Tariq**

➤ TUESDAYS, JANUARY 12, FEBRUARY 9, MARCH
9, APRIL 13 AND MAY 11, AT 7:30 P.M.

Artist of the month

Every month you can discover the works
of a different artist:

- JANUARY
Sara Barnoff (watercolor)
- FEBRUARY
Allain Lessard (canvas)
- MARCH
Jules Lamarre (photographs)
- APRIL
Jocelyne Nadeau (canvas)
- MAY
Magda Mikail (canvas)

CONFERENCES

Série Petites escapades : New York



(in French)

with **François Tisseur**

Close to bankruptcy in the mid seventies,
demoralized after the September 11
tragedy, New York never stops reinventing
itself.

Come with us on a photographic journey
through many famous neighborhoods:
Greenwich, SoHo and Times Squares.

➤ WEDNESDAY, FEBRUARY 17, AT 7 P.M.

Rencontre avec Jean-Jacques Pelletier



(in French)

Master of
intrigue, multi-
faceted writer,
Jean-Jacques
Pelletier
switches easily
from spy novels

to thrillers and to political fiction. Join his
rich and surprising universe.

➤ THURSDAY, MAY 6, AT 1 P.M.

All activities are FREE of charge!



For children

REGULAR ACTIVITIES

Musical Initiation for Babies

(bilingual activity for babies aged 0- to 2-year olds)
 Help your baby discover the love of music and nursery rhymes.
Registration required

➤ THURSDAYS OR FRIDAYS, AT 10 A.M. WINTER SESSION BEGINS THE WEEK OF JANUARY 18, 2010.

Story Time

(bilingual activity for children aged 2- to 5-year olds)
 There will be nursery rhymes, poetry, song, dance and handicrafts.
Registration required

➤ THURSDAY OR FRIDAY, AT 10:45 A.M. WINTER SESSION BEGINS THE WEEK OF JANUARY 18, 2010.

Musical Story Hour

(bilingual activity for children aged 1- to 5-year olds)
 The children will discover new dances, nursery rhymes, songs and marvelous stories. We shall finish with some coloring.

➤ SATURDAYS, JANUARY 9, FEBRUARY 6, MARCH 6, APRIL 10 AND MAY 1, AT 10:15 A.M.

Club de lecture

(in French)
 (8- to 12-year olds)
Registration required

➤ THURSDAYS, JANUARY 14, FEBRUARY 18, MARCH 18, APRIL 15 AND MAY 13, AT 3:30 P.M.

Club de lecture

(in French)
 (11- to 13-year olds)
 Discover the Joseph Delaney series: The Last Apprentice
Registration required

➤ WEDNESDAYS, JANUARY 27, FEBRUARY 24, MARCH 24, APRIL 21 AND MAY 19, AT 4:30 P.M.

Make Your Own Comic Book!

(bilingual activity for children aged 9- to 12-year olds)
 Creation of a comic book. Comic books will be exhibited at the end of the workshop.
Registration required

➤ WEDNESDAYS, JANUARY 13, FEBRUARY 10, MARCH 10, APRIL 7 AND MAY 5, AT 4:30 P.M.

SPECIAL ACTIVITIES

Story Time – Valentine’s Day

(in French, for all family members)
Registration required

➤ SATURDAY, FEBRUARY 13, AT 10:15 A.M.

Story Time – Easter

(in French, for all family members)
Registration required

➤ WEDNESDAY, MARCH 31, AT 7 P.M.



SCHOOL BREAK

Dino Dig

(7- to 9- year olds)
 An activity that will transform kids into real paleontologists! Each child receives a rock containing a mystery fossil that he/she will reveal with the help of paleontologist tools.

Places limited, registration required starting February 8.

➤ THURSDAY, MARCH 4, AT 10:15 A.M.

Family Story Time

(in French)
Places limited, registration required starting February 8.

➤ FRIDAY, MARCH 5, AT 10:30 P.M.

MUNICIPAL LIFE AND THINGS TO DO IN PIERREFONDS-ROXBORO

BADMINTON

The Pierrefonds Badminton Club offers a friendly environment for the play, in all categories of ages and skills. The Club encourages new badminton players and sees to the improvement of the techniques and the success of all its members.

INFORMATION

www.freewebs.com/badpierrefonds



PIERREFONDS DAY CAMPS

A dynamic camp that offers exciting programs for children aged 4 to 15 years. Thanks to our 30 years of service to the community, we can offer safe, fun and affordable programs.

School break, from March 1 to 5

LOCATION

Roxboro Chalet and St-Anthony Chalet

NOTE

Job opportunities for students 16 years and over, apply by March 19, 2010.

INFORMATION

514 624-1430
www.campspierrefonds.com

**A FUN-FILLED PROGRAM
AWAITS YOU!**



NOTES

Helmets are mandatory for all children aged 12 years and under. The public skating program for preschoolers is cancelled for the 2009-2010 season. In addition, there is no public skating during the March break.

INFORMATION

514 624-1429

OUTDOOR SKATING RINKS

You will find a rink for hockey and another for free skating in each of the borough's parks listed below:

ALEXANDER

12899, rue Oakwood
(South of de Pierrefonds Blvd., via Jacques-Bizard Blvd.)

BROOK

12800, rue Brook
(North of Gouin Blvd. West, via Perron Street)

D'À-MA-BAIE

9625, boulevard Gouin Ouest
(East of Sunnybrooke Blvd.)

DE LA RIVE-BOISÉE

355, chemin de la Rive-Boisée
(East of Saint-Jean Blvd.)

GRIER

17760, rue Meloche
(West of Saint-Charles Blvd., via des Cageux Street)

ROXBORO

10, 11e Avenue
(South of the railroad track)

WINTER SPORTS

You wish to practice a sport this winter, for information on any sport, call the borough Sports and Outdoor Activities Division at 514 624-1429.

DYNAMICS GYMNASTICS

Dynamics Gymnastics club is a recreational and federated gym club offering a fun-filled program for boys and girls aged 4 to 15 years. Certified coaches help develop our gymnasts to reach their full potential in a pressure free environment.

INFORMATION

514 624-1430
www.dynamicsgymnastics.org

KARATE

Coach: Sensei Yogen San

INFORMATION

514 305-1470

PUBLIC SKATING FOR ALL

SCHEDULE

Saturdays, from 7 p.m. to 9 p.m.
Sundays, from 1:30 p.m. to 4:30 p.m.
Closed: February 13, 2010
Ends: March 21, 2010

COST

Adult: \$2
Child: \$1

MUNICIPAL LIFE AND THINGS TO DO IN PIERREFONDS-ROXBORO

AN OPEN AIR GYM

CARDIO PLEIN AIR offers cardio and muscle toning classes at Bois-de-Liesse Nature-Park. The small group classes (10 to 15 participants) are personalized and ensure a complete training and excellent aerobics while you socialize and take advantage of the great outdoors. Many courses are available: Cardio Muscle Toning, Cardio Stroller, Cardio Vitality, Cardio Express and Outdoor Tonus. Flexible schedule: mornings, lunch hour and evenings. Come and workout with us outdoors (four seasons) with dynamic and certified instructors.

INFORMATION

514 363-7755
www.cardiopleinair.ca

PIERREFONDS TOASTMASTERS CLUB

Pierrefonds Toastmasters club is a friendly bilingual club, with members of all ages and backgrounds. The objective of the Club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills and, in turn, foster self-confidence and personal growth.

SCHEDULE

Tuesdays, from 7:30 p.m. to 9 p.m.

LOCATION

Marcel Morin Community Centre,
14068, boulevard Gouin Ouest

INFORMATION

Pierre Casavant, VP-Education
514 582-5334
vpe@pierrefonds.freetoasthost.org
www.pierrefonds.freetoasthost.org



SOCIÉTÉ D'HORTICULTURE ET D'ÉCOLOGIE DE PIERREFONDS INC.

Following are the Société's upcoming conferences held in French, at 7:30 p.m. the second Wednesday of the month at the Marcel Morin Community Centre, 14068, boulevard Gouin Ouest.

COST

Annual subscription: \$17 per person
or \$25 per couple
Non-members: \$5 per conference

JANUARY 13, 2010

Papillons, moustiques et virus du Nil occidental
by Daniel Gingras

FEBRUARY 10, 2010

Le jardin des sens
by Didier Girol et Rock Giguère

MARCH 10, 2010

Le pouvoir de la lumière au jardin
by Jocelyn Bathalon

APRIL 14, 2010

Les milieux humides
by Canard illimités Can. (B.Audet,
P. Dulude, F.Bervais and J. Curby)

INFORMATION

514 624-1671 (voicemail)
www.shep.fsheq.org

FOR SENIORS

THE ROXBORO 60+ CLUB

IMAX

Bus trip to the IMAX Theatre for 2 shows.
Lunch at the Topaz Restaurant.

DATE

Wednesday, January 27

SCHEDULE

Leaving the East Community Centre
at 9 a.m., returning at 3:30 p.m.

THÉÂTRE

Bus trip to see a play, The Lakeshore
Players. Dinner at the Homard
Plus Restaurant.

DATE

Wednesday, February 10

SCHEDULE

Leaving the East Community Centre
at 4:30 p.m., returning at 10:30 p.m.

SUGAR SHACK OUTING

Bus trip for lunch at Constantin

DATE

Wednesday, March 17

SCHEDULE

Leaving the East Community Centre
at 11:30 a.m., returning at 3:30 p.m.

INFORMATION

Mrs. Anne Kowal, 514 624-5018

CLUB DES AÎNÉS SAINTE-SUZANNE

For information regarding the
Club and its activities, please call
Mrs. Pierrette Lefebvre
at 514 695-6466.

MUNICIPAL LIFE AND THINGS TO DO IN PIERREFONDS-ROXBORO

CARREFOUR DES ÂÎNÉS DE PIERREFONDS

A bilingual meeting place where seniors 50 years of age and over can participate in a wide range of activities including arts & crafts, knitting & crochet, art studio, exercises, tai-chi, belly dancing, yoga, ballroom & line dancing, book clubs, bridge and other card games, scrabble, computer courses, language courses, laughter therapy, special events and more while making friends with peers in a fun, safe and peaceful environment.

LOCATION

Marcel Morin Community Centre
14068, boulevard Gouin Ouest,
Pierrefonds

INFORMATION

514 624-1449
www.carrefour-des-aines-de-pierrefonds.org

PUBLIC SKATING FOR SENIORS (FREE)

SCHEDULE

Mondays, from 4 p.m. to 5 p.m.
Wednesdays, from 4 p.m. to 5 p.m.
Ends: March 24, 2010

NOTE

There is no public skating during the March break.

INFORMATION

514 624-1429

HOME AID SERVICE

A non-profit organization offering the borough's seniors home aid services such as dusting, vacuuming, cleaning and washing floors, bathrooms and windows. Employees needed

HOURLY RATE

\$7 to \$12

MEMBERSHIP FEE

\$12 per year

INFORMATION

514 624-1448

SOCIAL DEVELOPMENT

For a better quality of life!

Cloverdale Village House Cooperative

The Cloverdale Village Housing Cooperative is proud to announce that new and affordable apartments are available, including ten completely renovated 3 bedroom apartments and a few very large new 4 and 5 bedroom apartments. The cooperative also has a few apartments available in its new residence designed for autonomous and semi-autonomous individuals.

Information 514 683-9988

West Island Assistance Fund

Created in 1966, the West Island Assistance Fund's mission is to help the under-privileged of the West Island. In 2008-2009, our food bank distributed 4,500 food baskets to 1,047 families and paid for day camps for children of needy families. We also operate a second-hand clothing store and hold income tax preparation clinics.

Information 514 683-0456

West Island Black Community Association

The West Island Black Community Association (WIBCA) was created in 1982 in order to find solutions to problems that affect the well-being of African Americans as well as society in general in Montreal's West Island community.

Saturdays morning tutorials in English, French and math are offered at the WIBCA Centre, from 10 a.m. to 12:30 p.m. Welcome to everyone!

Information 514 683-3925

West Island Youth Action

Cyberbullying Project

Cyberbullying is when people use technology such as mobile devices and the Internet to threaten, harass, harm or disturb others. Digital Respect is making a conscious choice to respect others online and on mobile phones. Digital Respect is also using technology respectfully, that is not for purposes of harming others or spreading rumours.

Information <http://digitalrespect.org>

Cultural Activities

Art and personal development courses, music and dance lessons

Our specialists are totally independent. The responsibility of the Cultural Activities Division is limited.

Art Courses

■ DECORATIVE PAINTING – BEGINNER 18 years +

Tuesdays, from 7 to 10 p.m.
January 12 to February 2
(4 weeks or more)
Pierrefonds Cultural Centre
\$50 or more (supplies not included
- \$140 for wood, paint and brushes)
Donna McGee: 514 696-9326

■ DECORATIVE PAINTING – BEGINNER, INTERMEDIATE AND ADVANCE 18 years +

Wednesdays, from 1 to 4 p.m.
or 7 to 10 p.m.
January 13 to February 3
(4 weeks or more)
Thursdays, from 9:30 a.m.
to 12:30 p.m. or 1 to 4 p.m.
January 14 to February 4
(4 weeks or more)
\$50 or more (supplies not included
- \$140 for wood, paint and brushes)
Donna McGee: 514 696-9326

■ DRAWING – DRY PASTEL Intermediate and advance 16 years + (colour and portrait)

Thursdays, from 9:30 a.m.
to 12 p.m. or 7 to 9:30 p.m.
February 4 to April 8 (10 weeks)
Pierrefonds Cultural Centre
\$225 (supplies included)
Ginette Levac: 514 624-1559

■ DRAWING/PAINTING 9- to 14-year olds

Mondays, from 6:30 to 8 p.m.
January 25 to April 5 (10 weeks)
Pierrefonds Cultural Centre
\$150 (supplies ± \$30)
Mariola Nykiel: 514 684-5511
m.nykielart@gmail.com

■ ECO-SEWING

Tuesdays, from 6:30 to 8 p.m.
March 30 to June 1 (10 weeks)
Pierrefonds Cultural Centre
\$205 (supplies ± \$30)
Mariola Nykiel: 514 684-5511
m.nykielart@gmail.com

■ FASHION DESIGN

Tuesdays, from 6:30 to 8 p.m.
January 26 to April 6 (10 weeks)
Pierrefonds Cultural Centre
\$205 (supplies ± \$30)
Mariola Nykiel: 514 684-5511
m.nykielart@gmail.com

■ INTERIOR DECORATING # 1 8 years +

(Registration is mandatory, minimum of 8 participants, all you need to succeed: Planning, mixing of styles and colours, wall and floor coverings, accessories, lighting, theory and practice.)
Mondays, from 7:30 to 9 p.m.
March 1 to May 24 (12 weeks)
Pierrefonds Cultural Centre
\$265 (supplies included)
Céline Benoit: 514 457-4508

■ INTERIOR DECORATING # 2 18 years +

(bilingual workshops)
Pre-requisite: Interior decorating # 1, minimum of 8 participants.
Wednesdays, from 7:30 to 9 p.m.
March 10 to April 28 (8 weeks)
Pierrefonds Cultural Centre
\$205 (supplies included)
Céline Benoit: 514 457-4508

■ JAPANESE CALLIGRAPHY 13 years +

Tuesdays, from 7 to 8:30 p.m.
February 2 to April 6 (10 weeks)
Pierrefonds Cultural Centre
\$150 (supplies included)
Fumi Wada: 514 696-3543
www.japaneseshodo.com

■ LES DOIGTS DE FEES DE PIERREFONDS

Tuesdays, from 7 to 10 p.m.
Jan. 19 to April 27 (15 weeks)
Pierrefonds Cultural Centre
514 626-5275
g.lauri13@videotron.com

■ OIL PAINTING 18 years +

Personalized teaching, basic and advance technique, free choice of subject.
Fridays or Saturdays,
from 9:30 a.m. to 12 p.m.
January 22 to April 9 (12 weeks)
Pierrefonds Cultural Centre
\$210 (supplies not included)
Bernard Marsy: 514 630-4316

■ PAINTING ACRYLIC/OIL 18 years +

Tuesdays, from 7 to 10 p.m.
Jan. 12 to April 20 (15 weeks)
Pierrefonds Cultural Centre
\$225 (supplies not included)
Ghulam Mustafa: 514 696-0455

■ PHILATELY CLUB 16 years +

Available to all owning or not a stamp collection.
First Wednesday of the month,
from 7:30 to 9 p.m.
January 6 to June 2
Pierrefonds Cultural Centre
\$25 + membership card (\$5)
Jean-Paul Alloï: 514 626-7454
jpalloi@vif.com

■ PHOTOGRAPHY CLUB Student or adult

Fridays, from 7 to 10 p.m.
January 8 to May 28
Membership card \$50
Pierrefonds Cultural Centre
André Drouin: 514 696-6455
clubphotopierrefonds@gmail.com
www.clubphotodepierrefonds.com

■ SCULPTURE WITH FABRICS 18 years +

Thursdays, from 9 a.m. to 12 p.m.
Jan. 21 and 28 or Feb. 11 and 18
Pierrefonds Cultural Centre
\$225 (supplies not included)
Lise St-Cyr: 514 457-0703

■ SCULPTURE WITH FABRICS 18 years +

Saturdays, from 9:30 a.m. to 4 p.m.
Jan. 16, Feb. 20 or March 13
Pierrefonds Cultural Centre
\$75 (supplies not included)
Lise St-Cyr : 514 457-0703

■ THÉÂTRE LA RUÉE VERS L'ART 8- to 16-year olds

(Teachers: Marie-Claude Legault et Catherine Gonthier, Show at the end of the session)
8-to 12-year olds
Saturdays, from 9:30 to 11:30 a.m.
12-to 16-year olds
Saturdays, from 1 to 3 p.m.
Jan. 23 to April 17 (12 weeks)
Show – April 24 at the Roxboro Chalet
\$125
Catherine Gonthier: 514 759-8973
ruee_vers_lart@hotmail.com

■ WATERCOLOURS/PASTELS 18 years +

Wednesdays or Thursdays,
from 9 a.m. to 12 p.m.
Jan. 13 to April 21 (15 weeks)
Pierrefonds Cultural Centre
\$220 (supplies included)
Ghulam Mustafa: 514 696-0455

Personal Development Courses

■ ACTING

Show at the end of the session
East Community Centre
Lois Dellar: 514 644-1477

■ ADULT ACTING FOR THE CAMERA 18 years +

Wednesdays, 7 to 9:30 p.m.
January 13 to March 3 (8 weeks)
\$170

■ ON-CAMERA KIDS 6- to 11-year olds

6- to 11-year olds
Tuesdays, 6 to 7:30 p.m.
January 12 to April 6 (13 weeks)
\$250
Live show case at the end

■ ON-STAGE KIDS 6- to 11-year olds

Wednesdays, 6 to 7:30 p.m.
January 13 to April 7 (13 weeks)
\$250
Live show case at the end

■ **TEEN ACTING FOR THE CAMERA**
12-to 17-year olds

Saturdays, from 12 to 2 p.m.
Jan. 16 to April 19 (13 weeks)
\$275
Live show case at the end

■ **TEEN ACTING FOR THE STAGE**
12-to 17-year olds

Saturdays, from 2 to 4 p.m.
Jan. 16 to April 10 (13 weeks)
\$275
Live stage play at the end

■ **VOICE-OVER WORKSHOP**

Voice training for narration,
commercials and animation
Sunday, April 18, from 10 a.m.
to 4 p.m.
\$75

■ **BALON, DANCE, STRETCHING
AND SHAPING UP**
18 ans et +

Wednesdays, from 1:30 to 3 p.m.
or 7 to 8:30 p.m.
Feb. 17 to April 21 (10 weeks)
Pierrefonds Cultural Centre
\$150
Louise Kanemy: 514 237-9034
or 514 639-8491
www.ballonforme.com

■ **CHI GONG**
16 years +

Tuesdays, from 6 to 7:30 p.m.
Jan. 12 to March 16 (10 weeks)
\$150
Marcel Morin Community Centre

Wednesdays, from 9:30
to 11 a.m.

Jan. 13 to March 17 (10 weeks)
\$150
East Community Centre
Luce Desgagné: 514 696-1845
www.tai-chi-gong.org

■ **CROCHET AND KNITTING**
16 years +

Tuesdays, from 7 to 10 p.m.
Jan. 12 to March 16 (10 weeks)
Pierrefonds Cultural Centre
\$150
Louise Nadon: 514 624-0012
naddonlouise@sympatico.ca

■ **EXPRESS YOURSELF –
ABSTRACT PAINTING**

Look inside your soul. Liberate your
soul. Harmonize. Listen to your
spirit. Create beautiful pieces of art
through expression!
Tuesdays, 1 p.m. or
Tuesdays, 6:30 p.m.
Session 1: 6 weeks with possibility
for Session 2 to follow
\$225 + taxes
Rosi Maria Di Meglio
Life Coach
514 505-0535
rosi@leapandfaith.com
www.leapandfaith.com

■ **FINDING INNER PEACE**

Make peace with your life and find
you higher self. This workshop
guides in finding inner balance,
peace and harmony. Start your
personal journey!
Mondays, 10 a.m. (6 weeks)
\$225 + taxes
Rosi Maria Di Meglio
Life Coach
514 505-0535
rosi@leapandfaith.com
www.leapandfaith.com

■ **FINDING YOUR PASSION**

What is your purpose? Discover
your reason for being, your passion
& purpose in life. Mondays, 1 p.m.
(9 weeks)
\$325 + taxes
Rosi Maria Di Meglio
Life Coach
514 505-0535
rosi@leapandfaith.com
www.leapandfaith.com

■ **PAINTING THROUGH
INTUITION**

Go with the flow and let yourself
go. Reconnect to your intuition.
Experience balance, harmony and
listen to yourself.
Tuesdays, 10 a.m.
Session 1: 6 weeks with
possibility for Session 2
to follow.
\$185 + taxes
Rosi Maria Di Meglio
Life Coach
514 505-0535
rosi@leapandfaith.com
www.leapandfaith.com

■ **PLAY GROUP**
1- to 3-year olds

(Parent and child - bilingual)
Tuesdays, from 9:15 to 10:45 a.m.
Jan. 12 to March 30 (12 weeks)
Pierrefonds Cultural Centre
\$132
Jessica Gozlan: 514 369-8800

■ **PRE-SCHOOL**

Bilingual, registration fee:
\$25 for residents.
Non-resident:
additional \$5 a month.
Afternoon program available.
Jessica Gozlan: 514 369-8800

Rates:

2 days/week: \$87/month
3 days/week: \$122/month
4 days/week: \$153/month
5 days/week: \$179/month

2-year olds

Mondays, Tuesdays and Thursdays,
from 8:45 to 11:45 a.m.
From January 4 to June 11
West Community Centre

2-year olds

Wednesdays and Fridays,
from 8:45 to 11:45 a.m.
Pierrefonds Cultural Centre

3- to 5-year olds

Mondays to Fridays,
from 8:45 to 11:45 a.m.
West Community Centre and
Pierrefonds Cultural Centre

■ **REPRODUCTIONS –
RECONNECT**

Connect to a vision. Feel the
dream. Conquer the fear. Listen
to your energy.
Tuesdays, 4 p.m.
Session 1: 6 weeks with possibility
for Session 2 to follow
\$225 + taxes
Rosi Maria Di Meglio
Life Coach
514 505-0535
www.leapandfaith.com
rosi@leapandfaith.com

■ **SPANISH – LEVEL 1**
16 years +

Minimum of 10 participants
Mondays, from 6:30 to 8 p.m.
Jan. 11 to March 29 (11 weeks)
East Community Centre
\$125 (supplies not included -
Book \$40)
Ricardo Dedios: 450 451-6123
or 450 424-6123
www.mistralspanishcourses.com

■ **SPANISH – LEVEL 2**
16 years +

Tuesdays, from 6:30 p.m. to
8 p.m.
Jan. 12 to March 30 (11 weeks)
Pierrefonds Community Centre
\$125 (supplies not included -
Book \$ 40)
Ricardo Dedios: 450 451-6123
or 450 424-6123
www.mistralspanishcourses.com

■ **SPANISH – LEVEL 3**
16 years +

Tuesdays, from 8 to 9:30 p.m.
Jan. 12 to March 30 (11 weeks)
East Community Centre
\$125 (supplies not included -
Book \$40)
Ricardo Dedios: 450 451-6123
or 450 424-6123
www.mistralspanishcourses.com

■ **SPANISH – LEVEL 4**
16 years +

Mondays, from 8 to 9 :30 p.m.
Jan. 11 to March 29 (11 weeks)
East Community Centre
\$125 (supplies not included -
Book \$40)
Ricardo Dedios: 450 451-6123
or 450 424-6123
www.mistralspanishcourses.com

■ **TAI CHI**
Beginner
16 years +

Wednesdays, from 7 to 8:30 p.m.
January 13 to March 17
Pierrefonds Cultural Centre
\$145

Advanced
16 years +

Mondays, from 7 to 9 p.m.
Jan. 11 to March 15 (10 weeks)
Pierrefonds Cultural Centre
\$150
Luce Desgagné: 514 696-1845
www.tai-chi-gong.org

■ **YOGA**
16 years +

Tuesdays, from 8 to 9:30 p.m.
January 19 to April 6 (12 weeks)
\$180
April 20 to June 15 (9 weeks)
\$135
Marcel Morin Community Centre
Laurence Côté: 514 696-5870

Music Lessons and Choir

■ **ACCORDEON**
7 years +

Mondays, from 4 to 6:45 p.m.
Jan. 11 to March 15 (10 weeks)
Pierrefonds Cultural Centre
\$125
Jean-Claude Duclos: 514 766-9632

■ **FRENCH VOCAL ENSEMBLE
FLORILÈGE DE PIERREFONDS**
18 years +

Wednesdays, from 7 to 10 p.m.
January 13 to May 19 (19 weeks)
Pierrefonds Cultural Centre
\$100
Gérard Camisa: 514 694-4235

■ **GUITARE, BASS**
9 years +

Mondays, Tuesdays, Wednesdays
and Thursdays from 2 to 9:30 p.m.
January 11 to April 5 (12 weeks)
Pierrefonds Cultural Centre
\$210
Radford Crasto: 514 346-8805
or 450 452-9929

■ **PIANO**
7 years +

Mondays, Wednesdays or
Thursdays, from 4 to 8:15 p.m.
Jan. 11 to March 20 (10 weeks) &
April 25 to June 19 (8 weeks)
Pierrefonds Cultural Centre
\$192 (10 weeks)
\$154 (8 weeks)
Dora Cojocar: 514 685-0487
www.musiccentre.ca

■ **RECORDER FLUTE**
7 years +

Mondays, from 4 to 6:45 p.m.
Jan. 11 to March 15 (10 weeks)
Pierrefonds Cultural Centre
\$125
Jean-Claude Duclos: 514 766-9632

Danse and Social Danse

■ **BALADI**
Beginner
16 years +

Tuesdays, from 6:30
to 7:45 p.m.
Jan. 12 to April 20 (14 weeks)
Pierrefonds Cultural Centre
Thursdays, from 7:45 p.m.
to 9 p.m.
East Community Centre
\$175
Audrey Pellerin: 514 704-8802

Intermediate
16 years +

Tuesdays, from 7:45 to 9 p.m.
Jan. 12 to April 20 (14 weeks)
Pierrefonds Cultural Centre
\$175
Audrey Pellerin: 514 704-8802

■ **BALLROOM AND
INTERNATIONAL DANCING**

Given by two teachers with
40 years of experience
Stage show: June 5, 2010

Beginner
16 years +

Mondays or Wednesdays,
from 7 to 9 p.m.
From January 11 to April 30
Sainte-Suzanne Church
\$10/person/2 hours
Aldor ou Andrée Grenier: 1 450
652-9591 or 514 626-4960
www.dansegrenier.com

Advanced
16 years +

Bronze, silver, gold social
and international
Mondays, Wednesdays or Fridays
Aldor ou Andrée Grenier:
1 450 652-9591 or 514 626-4960
www.dansegrenier.com

■ **CARDIO-LATINO**
16 years +

Thursdays, from 7 to 7:45 p.m.
January 14 to April 8 (12 weeks)
East Community Centre
\$80
Audrey Pellerin: 514 704-8802

■ **TAP DANCING**
5- to 18-year olds

Thursdays, from 6:30 to 7:30 p.m.

18 years +

Thursdays, from 7:30 to
8:30 p.m.
Jan. 14 to April 22 (15 weeks)
Pierrefonds Cultural Centre
\$165 (Shoes rental: 28\$/session)
Charles Griffith: 514 365-4778

■ **HIP HOP**
5- to 18-year olds

Thursdays, from 6:30 to 7:30 p.m.
Jan. 14 to April 22 (15 weeks)
Pierrefonds Cultural Centre
\$165
Charles Griffith: 514 365-4778

■ **INTRODUCTION FLAMENCO**
18 years +

Fridays, from 7:05 to 8:05 p.m.
Jan. 15 to April 30 (16 weeks)
Pierrefonds Cultural Centre
\$285
Sarah Murphy: 514 453-0721
www.paloma-flamenca.com

Addresses of buildings where courses are given

Pierrefonds Cultural Centre
13850, boul. Gouin Ouest
Pierrefonds

East Community Centre
9665, boul. Gouin Ouest
Pierrefonds

West Community Centre
17760, rue Meloche
Pierrefonds

Marcel Morin Community Centre
14068, boul. Gouin Ouest
Pierrefonds

Sainte-Suzanne Church
9501, boul. Gouin Ouest
Pierrefonds

Note : Unless otherwise indicated,
an additional \$5 fee will be
charged to non-residents of
Ville de Montreal.



[GREEN] LINE

GREENWASHING *

Recognizing the sins of green marketing

In order to do our part for the environment and to adopt better life practices, we, as consumers, are looking for alternatives to products we usually use. Facing this new behaviour, manufacturers have developed a whole language to build a greener image of their products. Today, we observe that everything is “green”, “ecological”, “environmentally friendly”, “natural” and “biological”. Too good to be true? Unfortunately, yes...

The studies conducted by Terrachoice, the organism responsible of the Ecologo program (ecologo.org), revealed the existence of seven sins of *greenwashing*. In fact, 98% of selected products committed at least one of those sins:

Hidden Trade-Off

Suggesting a product is green based on few attributes without attention to other important environmental issues. For example, a synthetic phosphate free fertilizer is not necessarily ecological since its manufacturing required a lot of energy and produced greenhouse gas emissions. The same goes with a paper that comes from sustainably-harvested forests. In the process, you still have to cut trees and use resources that pollute water and air.

No proof

Environmental claim that cannot be substantiated by supporting information or a reliable third-party certification. Products pretending to fight the global warming enter in that category as well as products made from recycled material without providing any evidence.

Vagueness

Claim that is poorly defined or broad. “All-natural” or “Naturally derived” are likely to be misunderstood since arsenic, mercury and uranium are toxic and dangerous elements that are entirely natural.

Irrelevance

Claim that may be truthful but unimportant or unhelpful. “CFC-free” is a common example since CFCs have been banned since 1987.

Lesser of two evils

Environmental claim that distracts the consumers from greater environmental impacts. Organic cigarettes or fuel-efficient SUVs are in this category.

Fibbing

False environmental claim. Often observed on products falsely claiming to be Energy Star certified.

Worshipping false labels

Product that gives the impression of being endorsed by a third-party through the use of fake images or logos inspired by official stamp or seal of approval.

Be aware of fake environmental logos!

So, as consumers, we should remain critical in front of the wide variety of “green” products. We should learn how to read the labels and consider the entire life cycle of products, from the manufacturing to the disposal. There are no perfectly green products but better choices exist.

To learn more about the sins of greenwashing, consult these websites: www.terrachoice.com and www.sinsofgreenwashing.org

To know more about Life cycle thinking: www.ciraig.com



***GREENWASHING* : THE ACT OF MISLEADING CONSUMERS REGARDING THE ENVIRONMENTAL PRACTICES OF A COMPANY OR THE ENVIRONMENTAL BENEFITS OF A PRODUCT OR SERVICE.**

Two-spotted spider mites, those miniature red spiders!

During winter, when the air becomes dryer and hotter due to heating, indoor plants may become covered by fine whitish spider webs. Upon closer look, you may notice dust-like residue and small yellow marks on the foliage. These are the symptoms of two-spotted spider mites, usually known as red spiders. Red spiders are not true spiders; they are reddish mites that are less than a millimetre. To control their presence, you must avoid over-fertilizing during winter and increase the moisture around the house plants. Spraying the leaves with water once a day is not sufficient. You can remove the plants from nearby heating sources, relocate the plants in a cooler room or place them in a saucer filled with wet gravel. As a last resort, spray the infested plant with a solution of insecticidal soap every five days for 3 to 4 weeks.



Before signing a lawn care contract...

Usually, during this time of the year, we are solicited by lawn care companies. Before signing a contract, inform them that pesticides are prohibited on the borough territory and the island of Montréal. Insist on knowing the names of the products used as well as the approximate dates of their application.

The use of Merit (synthetic insecticide containing imidaclopride) to control white grubs is prohibited unless you obtained a temporary permit issued by an inspector in horticulture and arboriculture. **All requests must be validated after studying the property's lawn** so it is in your interest to contact the Green Line in early spring so we can evaluate the damage and make suggestions that would ensure the effectiveness of the treatment if necessary. Be careful! If you're told that nematodes will be applied at the end of June and July, it will probably be the application of the insecticide Merit. The right time to apply nematodes is from mid-August to the end of September.

Few natural products are registered to control weeds in grass and the existing ones have a long-term action. If the fast control of broadleaf weeds is guaranteed, make sure it implies hand pulling of weeds and modification of soil conditions (aeration, top-dress with compost, pH modification). The herbicide Dicamba is a prohibited active ingredient. Salt-based solutions, vinegar and beet juice extract are not registered for grass treatments. Be on your guard if they are part

of the products used, you could be victim of illegal pesticide use without your knowledge.

Since the adoption of pesticides by-laws in many Québec municipalities, many fines have been sent to cheating lawn care companies and many of them have been found guilty of having used pesticides on private lawns. Even the magazine « Protégez-vous » revealed this serious situation in August 2008 in the article « Pesticides : encore du gazon "testé positif"! »

As citizens and consumers, you are responsible of what is applied on your lawn. When in doubt, contact the borough's Green Line. Your safety and the safety of your children and pets are at risk.

Would you pay this price for a perfect grass?

Information

514 624-1215
 infopesticides@
 pierrefonds-roxboro.qc.ca



ÉCO-QUARTIER



13, rue du Centre-Commercial à Roxboro
514 752-0778
ecoquartier.pfds.rox@gmail.com

BUSINESS HOURS

Tuesdays, Thursdays,
Fridays and Saturdays:
from 10 a.m. to 3 p.m.

Wednesdays: from 3 to 8 p.m.
Sundays and Mondays: closed

Keep on celebrating!

During the Holiday season, our consumption of products is much higher than normal, and so is our production of garbage. During this part of the year many citizens contact us at the éco-quartier for solutions as to how to reduce their waste and what to do with obsolete items. We would like to encourage responsible waste creation and disposal not just during the holidays but throughout the entire year. It is important to realize that anything that is put out for garbage collection will end up in a landfill.

For this new year of 2010, we can all make some environmental resolutions

We would like to invite the citizens of Pierrefonds-Roxboro to ask themselves the following question every time they throw something out: What is the most responsible way to dispose of this item? For this new year of 2010, we can all make some environmental resolutions because it's never too late to start doing the right thing and taking care of our environment is the duty of each and every one of us. So let's ask the question: What can I do?

How do I dispose of dangerous materials?

At the nearest ecocentre, at the scheduled hazardous waste drop-offs twice a year and at stores offering services of hazardous item collection.

Am I recycling everything possible?

I can contact the éco-quartier anytime if I'm not sure whether something is recyclable or not, or to know when my recycling pickup takes place.

Have I been participating in the green residue collections?

The Borough holds an annual green waste and dead leaves collection. It also offers a natural Christmas trees collection.

Can I take part in the composting program?

All sorts of organic material can be valorized and composted. If I have a garden, there is nothing easier than composting. If not, there are still other composting options out there such as the Vermicomposting.

Am I being attentive to my regular water usage?

I can remember to place a rain barrel to store the water caught by my eaves troughs. Check my taps and make sure none are leaking. I can install low flow taps and showers as well as toilet water savers.

Am I careful with my energy consumption?

I should be using compact fluorescent light bulbs, which consume less energy, and can be recycled. I should also look into the new law regarding wood heating in houses, which aims to improve local air quality.

Do I think to plant greenery and plants to beautify my balcony, garden or lawn?

I could be freshening up my environment, improving my local air quality and reducing my air conditioning costs.

Do I use environmentally friendly cleaning products?

A large variety of ecologically friendly cleaning products are available at most well known supermarkets as well as at the éco-quartier.

Is there anything else I can do?

We can never say that everything we are doing is enough to completely avoid all the environmental problems that we are currently encountering, but we can say with much certainty that we are definitely improving our personal living space with every step we take.

Natural Christmas trees collection

The last natural Christmas trees collection will take place, Wednesday, January 13, on the entire territory of the borough of Pierrefonds-Roxboro. Trees must be placed close to the street between 8 p.m. the night before and 7 a.m. the day of collection. To ensure pick-up, trees must be free of all decorations. You can also bring trees to the chalet of the parks (see Outdoor Skating Rinks, p.12). They will be used around the rinks to protect skaters from the wind.

