

Local artist Sara Kae won over the crowd with pop-inflected songs and a dynamic backing band during Wake the Giant last Saturday. (Ian Kaufman).

NEWS

Visit TBnewswatch.com Thursday, September 21, 2023

Library to host safety meeting

The event will take place on Oct. 3 at the Brodie Resource Library, and features a panel of local representatives

By Katie Nicholls - TB Source

Community safety will be the focus of a public townhall-style event next month bring together local leaders, law enforcement and service providers.

The Thunder Bay Public Library will be holding a public forum on the evening of Oct. 3 at the Brodie Resource Library, featuring Mayor Ken Boshcoff, Fort William First Nation Chief Michele Solomon, Thunder Bay Police Chief Darcy Fleury, Elevate NWO executive director Holly Gauvin, and Canadian Mental Health Association Thunder Bay branch CEO Jennifer Hyslop.

"Starting these conversations in a more intentional, public democratic and accessible way will start having more follow-up discussions from it," said library CEO Richard Togman.

"[Conversations will happen] in

people's living rooms, in their workplaces, at different community events like these; these are issues that aren't niche. And so, these conversations need to be had."

Gauvin said she's expecting this forum will likely be different from the usual meetings and events she's asked to attend.

"I'm actually really fascinated how we were all sort of brought in together to talk about this. I'm pretty excited to be able to have really robust conversations and hear different perspectives on things," said Gauvin.

Gauvin is concerned there might be some negative parallels that might be drawn targeting certain groups in the city.

"The intensity of the homeless situation happening across Canada right now, there are going to be attempts to draw a parallel



SAFETY CONCERNS: The meeting will be held Oct. 3 at the Brodie Resource Library.

between people who are homeless, crime, and lack of safety," Gauvin said, adding she's instead hoping for compassionate questions.

"I'm hoping that we're getting some questions about what are the vulnerabilities of the people who are actually living there [in encampments across the city].

Because more often than not, they're victims, not villains."

Gauvin is also anticipating questions around the more recent instances of property crime, like the vandalism at the 55 Plus Centre and the recent number of bus shelters that have been left vandalized and damaged.

Both Togman and Gauvin recog-

nize that the multitude of issues at hand are not for one sole agency to manage. Instead, the hopes for this event are to bring ideas to the table that could spawn long-term change in the community.

The event will have a total capacity of 120 people inside the Brodie location, and will also be streamed on the library's Facebook and YouTube pages.

Questions for the forum can be submitted online by Wednesday, though there will also be time designated during the two-hour event to open questions to the floor of those attending.

Once the evening is complete, the full video will be available through the library's website.

Registration for the event is through the same link and will open for the event at 9:30 am on Monday.

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HIGH 16 LOW 13



FIERY COLLISION: Repairs were underway to a section of Highway 11/17 Monday after a flery collision between two transport trucks in the Shabaqua area west of Thunder Bay.

Deadly collision

Investigation continues into a collision between two transport trucks that claimed the lives of two Winnipeg residents Bv TB Source Staff

Ontario Provincial Police have confirmed the identities of the two people who died as the result of a fiery collision west of Thunder Bay early Sunday.

In a brief statement Monday afternoon, OPP spokesperson Const. Matt Foster said the deceased were 23 and 34 years old, and were residents of Winnipeg.

Their identities have not been disclosed. Foster said two other individuals riding in the second of two transport trucks that collided on Highway 11/17 in the Shabaqua area at 3:30 a.m. remain in Thunder Bay hospital with serious injuries.

"Our thoughts are with the families

affected by this collision. We are thinking of them through this tragic time," Foster said.

He thanked members of the motoring public for their patience during Sunday's day-long closure of both lanes of the Trans-Canada Highway.

The Ministry of Transportation said eastbound and westbound traffic would be allowed through the collision site on a single lane on alternating basis into the night on Monday while a crew worked to repair a damaged section of the road surface.

OPP continue to investigate the circumstances behind the collision.

Electricity rates could go up

By Gary Rinne - TB Source

Synergy North residential customers in Thunder Bay will see their electricity rate go up next year under a proposal the utility has submitted to the Ontario Energy Board.

But residential customers in Kenora can expect to see their rate go down.

Synergy North's application to the energy board seeks a change in electricity distribution rates effective May 1, 2024.

On a monthly basis, the rate would increase by \$3.47 for a typical residential consumer in Thunder Bay using 750 kWh, while it would decrease for Kenora residents by \$4.97.

Typical customers in the general service

category in Thunder Bay using less than 50 kW would see their monthly charge go down by \$6.19, but general service customers in Kenora would get an increase of \$11.25.

An energy board notice states that other Synergy North customers, including businesses, may also be affected, but no further details are provided.

The board will hold a public hearing to consider the application.

Anyone requesting to be an intervenor must apply by Sept. 25.

The energy board has three types of hearings — oral, electronic and written but Synergy North has applied for a written hearing.



HIGH 18 LOW 14

HIGH 18 LOW 14

HIGH 21 LOW 14





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Tbaytel Gives First Entrance Awards for NOSM University Students

Meet Thunder Bay's Brooklyn Ranta

"As I navigate my new environment, this financial support allows me to feel confident that I've made the right choices and to feel a bit of relief from my burden,"

At the end of her psychology undergrad, Brooklyn applied to NOSM University and "got the call that they wanted to interview me," she recalls. "When I was invited to the MD program, it was a dream come true." Despite the challenging admissions process and high expectations, Brooklyn feels that NOSM University is clear about what it's looking for and finds good matches to help meet its stated objective of seeking solutions for regional healthcare inequity. "For me," Brooklyn says, "it's meaningful to be part of a school where everyone involved is invested in the process. NOSM University is not just a big academic institution, it's part of the community."

For Brooklyn, whose end goal is to provide mental health support in a Northern community, staying here in the North was exactly what she wanted. She feels privileged to live at home and not have to relocate, but even so, the financial burden of medical school is unavoidable. "As someone who comes from a working-class family, the financial burden I will incur is definitely anxiety inducing," Brooklyn says. "It weighs on everyone in my year."

When Brooklyn discovered that she was the recipient of one of three Tbaytel Entrance Awards this year, it was a good day. "Oh my gosh. I felt like I received a lovely and humbling vote of confidence from a prominent community stakeholder," Brooklyn says. "As I navigate

tbaytel for good.stories



my new environment, this financial support allows me to feel confident that I've made the right choices and to feel a bit of relief from my burden, take a breath, and know that things are going to be OK. It's immensely appreciated."

Of course, Brooklyn, who grew up in Thunder Bay, has always known Tbaytel as her family's telecommunications provider. "When you live in a community and you have the opportunity to support local," says Brooklyn, "it's a no-brainer. It sounds so cliché, but Tbaytel is serving their community and I've always felt that it goes beyond the customer-provider relationship to something more personal. As customers, we support Tbaytel, and they support us right back."

Brooklyn is a strong believer in the power of individuals working in community to improve situations and build change. "A made-in-the-north school like NOSM University is a wonderful solution to addressing our shortage of medical practitioners because you're recruiting people to learn skills that they can directly apply to serve the people they live among," Brooklyn shares. "We're already invested in the community, we're more likely to stay in our community, and we're being empowered to give back."

Help Tbaytel Support Medical Learners

NOSM University students and graduates make a difference every day in the health of communities across Northern Ontario. You can make an impact. Learn about ways to give at tbaytel.net/NOSM.



By Janine Chiasson

Brooklyn Ranta, admittedly, has the gift of the gab. Brom a very young age, she just knew she wanted to be involved in mental health care or, maybe, become a doctor. It wasn't until she entered middle school that she put two and two together and realized that she could do both. "My mom was transitioning from nursing to becoming a nurse practitioner and as we chatted, I learned that through medicine you can specialize and become a psychiatrist," Brooklyn recounts. "Once I heard that, it clicked for me and I knew that was exactly what I'm supposed to do."

Brooklyn, born and raised in Thunder Bay, followed her passion for psychology during her Lakehead undergrad and started exploring medical school by joining NOSM University's standardized patient program – people in the community who portray medical scenarios to help students learn while interacting with "fake" patients, or sometimes just offering "warm bodies" so students can practice examination skills. "During those years as a standardized patient, NOSM University really stood out for me," Brooklyn recounts. "I became keen to tailor my experiences so that my application would stand a chance." She started doing more research, specifically on Indigenous health and wellness, which gave her a much better understanding of the health landscape in the North.





WAKING THE GIANT: Organizers estimated over 6,000 people attended Wake the Giant on Saturday.

Rocking the waterfront

By Ian Kaufman - TB Source

The fourth Wake the Giant music festival drew thousands to Thunder Bay's waterfront on Saturday for an event that mixed world-beating headliners with local talent and a focus on welcoming Indigenous youth to the city.

The bill was topped by Brooklyn rockers X Ambassadors, Australian singer-songwriter Dean Lewis, and Canadian DJ Deadmau5, one of the biggest names in electronic dance music.

Earlier in the day, rising local artist Sara Kae won over the crowd with a set of popinflected original songs, a handful of covers of artists including Paul Simon and Dua Lipa, and a dynamic backing band.

Sagatay, from Big Trout Lake, entertained with a classic rock sound and guitar heroics. Mattmac, a producer and pop-trap star

hailing from Manitoba, elevated the energy with driving beats and gregarious crowdwork.

Greg Chomut, a teacher at DFC and one of the organizers of the festival, said its lineup is a carefully calibrated balancing act.

"A big part of our goal is promoting Indigenous artists, so it's always going to be more than 50 per cent Indigenous artists on the lineup," he said. "Then we're thinking of all kinds of things – we're thinking of bands that are open to working with students, we're thinking of bands that our students are going to really enjoy, and we're thinking about bands that the wider area of Thunder Bay is going to really enjoy."

X Ambassadors pumped up the crowd by opening with their singalong smash Renegades, for which they were joined by a jingle dress dancing group featuring DFC students.

Harmony Fiddler, a Grade 12 student at

DFC originally from Sandy Lake, was one of those dancers. She first joined the group last year.

"It gives experience to those who don't have experience jingle dress dancing, like me," she said. "My time at DFC, I just spent really reconnecting with my culture, and jingle dancing was a really big step. I'm really proud of it."

She called the experience of performing on-stage with X Ambassadors – the first time she'd danced to pop music, rather than pow wow songs – nerve-wracking, but ultimately rewarding.

The concert helps welcome students to Dennis Franklin Cromarty High School, which serves youth from 20 northern First Nations that do not have their own secondary schools.

The school is operated by the Northern Nishnawbe Education Council (NNEC).

The event is also meant to highlight the wider Wake the Giant campaign, which has brought attention to challenges students arriving from remote communities face, including culture shock and anti-Indigenous racism.

The campaign encourages local businesses and other organizations to pledge to be "inclusive spaces" where Indigenous youth feel welcome, displaying a Wake the Giant decal and receiving a cultural awareness package for staff.

The deaths of several DFC students while attending school in Thunder Bay in the 2000s and 2010s, the subject of the seven fallen feathers inquest, were referenced in videos played between musical acts, with current DFC students saying they hope the Wake the Giant campaign will help avert further tragedies.

Chomut expressed hope that Wake the Giant has helped move the needle, while adding more needs to be done.

"That was the reason we started it, is [students] were sharing their bad experiences, and it was heartbreaking," he said. "Now, I'm hearing a lot more [positive things] – like someone riding the bus, seeing the logo, and just getting a sense that they're welcome here."

One of the joys of the event, he said, is how local students have the chance to shine alongside established music stars, some of whom work with students leading up to the show.

Chomut's own music class wrote and performed an original song with Sara Kae on Saturday.

"I think it's a humungous confidence booster," he said. "A lot of times, people are held back by just the confidence to attempt something. Our students are getting the chance to see at a very early age that people want what they have. If they want to get involved in music, if they want to get involved in art, they can do it, and people are going to enjoy it."

Kae called her participation in the event meaningful, saying she hopes to help open doors for the next generation of Indigenous artists.

"[It's] not just Indigenous community members, it's other people too who are supporting an event such as this that means so much [as] a step in the right direction for the community here in Thunder Bay and inclusivity," she said.

"It just feels good that we're acknowledging and supporting Indigenous artists right now... Before, I didn't really see a lot of Indigenous people in the industry, and I didn't feel that we were represented or there wasn't space for us."

Organizers were expecting upwards of 6,000 people in attendance Saturday.

The first Wake the Giant festival, held in 2019, drew around 4,000 people.



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LETTERS TO THE EDITOR

EDITORIAL Media literacy

Canadians of a certain age may recall a commercial that aired in the late 90s about a cute little creature roaming homes at night known as the house hippo. It of course wasn't real, but the message from Concerned Children's Advertisers very much was and still is today.

While the house hippo message was focused on television advertising, today disinformation flows freely in all media, even extending to so-called news channels and websites. How can one be expected to discern facts from fiction when there is such a deluge of information at our fingertips, some as convincing as miniature hippos snacking inside a bag of chips?

That little house hippo still serves an important purpose today, primarily being that the message itself is needed. News, social media, internet literacy needs to be a common lesson taught not just to youth, but all consumers of media, because the dangers of disinformation now go well beyond believing there's a tiny hippo harassing your cat at night.

Bill 60 To the editor:

Earlier this year, on May 26th and 27th, over 400,000 Ontario citizens, including over 2,200 Thunder Bay citizens, voted in a citizen led referendum on the privatization of our public hospitals. Over 98% of those voting voted NO to premier Doug Fords plans to have private for-profit hospitals and clinics take on medical procedures currently performed in our public hospitals.

Doug Ford's plan will see public hospital procedures taken over by private for-profit hospitals and clinics that will charge patients for services currently received at no cost. These private for profit hospitals and clinics will result in the closure of small and rural hospital emergency departments and urgent care services and even in the closure of public hospitals completely as has been done in Minden. The plan will pull doctors and nursing staff out of the system creating an even worse situation in our public hospitals.

The Ontario Legislature will begin its fall session on September 25th and Premier Doug Ford and



Health Minister Sylvia Jones need to be reminded of the results of the referendum.

To ensure that they do not forget, the Ontario Health Coalition and local Health Coalitions including the Thunder Bay Health Coalition will be holding protests on Monday September 25th. Besides the protests in Toronto and Thunder Bay there will be protests in Dryden and Sault Ste. Marie. The protest here in Thunder Bay will be on Monday September 25th at 12:00 noon at the Mini Queens Park building at 435 South James St. The public is invited and indeed encouraged to join in the protest to send the government a clear message that we do not want our public hospital services given to private for-profit hospitals and clinics.

Jules Tupker Co-chair Thunder Bay Health Coalition

The uniqueness of The Plumed Serpent

In setting and theme The Plumed Serpent is unique among D.H. Lawrence's novels. He spoke of it as his 'real novel of America', a book he had wished all his life to write - by which he must at least have meant that the desire dated from the time of the Great War, when he first conceived of America as a refuge from Europe and began his intense study of early American literature.

The 'America' of the novel is Mexico in the 1920's, an era of political turmoil. The heroine, Kate Leslie, goes there from Europe in quest of a new life and is drawn into a revolutionary movement to revive the religion of the ancient Aztecs.

The leaders who bring this

Editor:

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movement to triumph, Ramon Carrasco and Cipriano Viedma, become new incarnations of Quetzalcoatl and Huitzilopochtli, the chief god and the war god of the Aztecs, and Kate is deified as Malintzi, primary goddess of the new pantheon and consort to Huitzilopochtli.

The brilliant vision of place, the violent action, the fabrications of ritual and myth for the new religion all combine to make this one of Lawrence's most vivid novels.

Lawrence also wrote about Mexico, and the American Southwest, in Mornings in Mexico. He wrote three of these essays -'Indians and Entertainment', 'The Dance of the Sprouting Corn', 'The Hopi Snake Dance' - during his time in Taos and at the Kiowa Ranch in New Mexico between

March - October 1924.

In these essays Lawrence describes a form of 'Two-Eyed Seeing' whereby he can witness Indigenous ceremonies both as Western entertainment and Indian sacred events. White people and Indians inhabit different

worlds; or to put it more accurately, they share the same world, but their views of that world are fundamentally different.

It is these widely diverging world views that are irreconcilable. Once this is understood it is no use trying

to 'render the Indian in our own terms.' It is only possible to understand Indigenous people on their own terms: 'The life of the Indian, his stream of conscious being, is just death to the white man. And we can understand the consciousness of the Indian only in terms of

the death of our consciousness.'

To pretend that all cultures have the same consciousness is 'to cause chaos and nullity. To pretend to express one stream in terms of another, so as to identify the two, is false and sentimental. The only way you can do it is to have a little Ghost inside you which sees both ways, or even many ways.'

The other four essays - 'Corasmin and the Parrots', 'Walk to Huayapa', 'The Mozo', 'Market Day' - are set in Mexico, where Lawrence lived between October 1924 and March 1925. Lawrence's interest in and real affection for the region and its peoples went beyond the travel writing genre and these essays hold significance not only for those interested in Lawrence but also in the wider context of these cultures of Mexico and the Southwest.

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John Pateman

BOOK BANTER



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The new self-help health care

By JR Shermack

Not every health care situation is a crisis and you can often help yourself without placing any demands on the public system.

If I get a headache or some minor cuts and scratches I can usually handle things on my own by taking an aspirin or covering my wounds with a band aid.

There is no need to get the medical community involved many common injuries and ailments can be treated with first aid and common sense.

If you need a minor intervention you can visit a local drug store for some over-the-counter pharmaceuticals or free advice from the pharmacist.

Everybody practices this type of 'self-help health care' to some degree – with a little caution and respect, even home remedies can give successful results.

Not every situation requires medical mediation and some recent changes in health care

Night one, Friday, Sept. 22 features Topanga as Pup, Triple Threat

Strikers as Bowling for Soup, Joey's

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Night two, Saturday, Sept. 23

features Made of Wax as A Day To

Remember, Abyss Lord as

Megadeth, Phoebe the Feeb &

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delivery has made it a little easier to help ourselves.

Pharmacists across Ontario can now treat and prescribe medication for thirteen common medical ailments including rashes, pink eye, insect bites and urinary tract infections.

These and other common ailments are conditions "that can be reliably self-diagnosed and managed with self-care strategies and/or minimal treatment".

It offers a convenient alternative to visiting a doctor or a walk-in clinic and there is no extra charge for these services.

Many aging baby boomers will remember a time, two generations ago, when health care was not in crisis.

If you were sick or injured you could go to the doctor and sometimes if it was urgent the doctor would even come right to your home - house calls were a real thing, so they say.

Everyone had a family doctor and when people got very sick



SELF-CARE: More people are turning to self-care rather than hospitals.

they sometimes went to the hospital until they got better.

Those in immediate distress could go to the Emergency where they would get immediate attention, comfort and relief from health care professionals.

There seemed to be plenty of

health care to go around but if you talk to those same baby boomers about health care today they might tell a different story.

Family doctors are now a rare commodity, house calls are a distant memory, hospitals are overcrowded and emergency wards are under emergency management.

The covid pandemic put Canadian health care under extreme pressure and exposed a public health system that was in crisis even before the virus.

The fact is, the pressing public health issues that overwhelmed the country during covid continue to challenge our health care system in post-pandemic Canada.

The pandemic brought troubling issues into focus but covid is not to blame for the weaknesses in the system that existed long before the virus came along.

Challenges like long-term care for aging Canadians, the rising cost of new technologies and pharmaceuticals and the severe shortage of healthcare workers, are nothing new.

Who will treat us when we get sick - that is the burning question facing health care consumers these days and there is no quick answer.

You can complain all you want about the health care system in Ontario but when you are sick or injured and you need help, you will most likely be a little more objective.

We still have world class, professional medical care and facilities but access to the system is different from before and can be more difficult.

But this is the system we have to work with right now so you might want to consider getting together with your pharmacist for some self-help health care as required.

Health care will never be the same, even for the baby boomers, but treating conjunctivitis, dysmenorrhea, impetigo and even tick bites, just got more convenient.

in and around... The Bay To submit an event, email ldunick@dougallmedia.com. Please include details about the event, including any cost September 22-23 Friends as System of a Down, and 3:00 pm. The Cover Show 28 This Audience as Box Car Racer. Includes a huge amount of open Wiggins Productions presents The Lighting & Atmosphere by Plus-Plus pieces for your child to Cover Show 28 Illuminate, photography by Keegan play with. Plus: crafts for various ages. Plus: toy demos to play with Richard, and sponsored by Live at Black Pirates Pub (215 Red Tbshows.com. Support local music and more! River Road) at 9 p.m. \$15 cover and and entertainment at Tbshows.com. Plus-Plus is made by 100% wind 19+. Questions, concerns, contact us at wiggins@tbshows.com. power in Denmark, great for relax-Join us downtown at Black Pirates ation, fidgeting, and focus, can be Pub as the Thunder Bay music used to create flat mosaics and 3D September 23 scene comes together to pay tribute builds, for ages 5+. **Plus-Plus Open Build Event** to some of the biggest names in rock, pop, metal and punk!

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Hey Thunder Bay! Want to play with Plus-Plus? Come by Toy Sense at 447 May St on Saturday, September 23 for a Plus-Plus Build event.

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10 NEWS

Visit **TBnewswatch.com** Thursday, September 21, 2023

Terry Fox Run draws hundreds

By Justin Hardy - TB source

Hundreds of Thunder Bay residents took part in worldwide event on Sunday that honours a Canadian Hero and raises funds to support cancer research.

The annual Terry Fox Run was started to commemorate Canadian cancer activist Terry Fox and his Marathon of Hope, which he unfortunately did not complete since he was forced to stop running outside of Thunder Bay because cancer had appeared in his lungs.

"It keeps Terry's legacy alive, and everybody knows his story about cancer and there's so many people that are impacted themselves or their family impacted by cancer," said Don Morrison, chair of the Thunder Bay Terry Fox Run. "So, I think it's really important that we celebrate them every year."

The Terry Fox run is a longstanding tradition across the country and has spread around the globe, and Morrison said that seeing Fox's legacy being honoured across the world is truly inspiring.

"It's amazing when you think about it. I know they have runs and walks in Asia and Africa and Europe, but it's all over the world," he said. "So, to have a Canadian person get that kind of an impact around the world is quite phenomenal."

Thunder Bay's Terry Fox run raised roughly \$15,000 this year and saw between 250 and 300 people attend.

"We don't really set goals. Just try to get as much as we can and get as many people out as possible. The run, since its inception, has raised \$850 million for Cancer Research, so that's a big number," Morrison said.

All funds raised go to the Terry Fox Foundation to support cancer research.



RUNNING FOR TERRY: The Terry Fox run is a long-standing tradition across the country and has spread around the globe.

PUBLIC NOTICE

Canadian Navigable Waters Act

Ontario Ministry of Transportation hereby gives notice that a submission has been added to the Common Project Search (online registry) pursuant to the Canadian Navigable Waters Act described herein and its description.

Pursuant to paragraph 4(1) of the said Act, Ontario Ministry of Transportation has deposited a notification of a minor work in accordance with the requirements set out on the External Submission Site, on the online Common Project Search Registry (http://cps.canada.ca/) and under registry number 2023-409872, a description of the following work:

Rehabilitation of Turtle River Bridge on Highway 622 over Turtle River approximately 86 km North of Highway 11 B (Lat: 49.186152, Long: -91.226195). Construction of the rehabilitation works is anticipated to be completed in the summer of 2024.

Posted at Thunder Bay, Ontario this 21st day of September, 2023



Empty Bowls Caring Hearts set to return

The event will return in person after being limited to a drive through format during the COVID-19 pandemic

By Kevin Jeffrey - TB Source

Robin Cooper is entering her sixth year of being involved in the Empty Bowls Caring Hearts fundraiser.

With just weeks to go until the 24th edition of the event, the chair was asked about how she first got recruited to help those in need.

"A good friend of mine, Michelle Jordan, was previously the executive director of Shelter House Thunder Bay. They were looking for a new chair for the group; She put my name forward and then they approached me and I decided that was something I could do," Cooper reflected.

Cooper went onto say, "I have met a really wonderful group of people that I get to work with on organizing the event. We are an interesting crew because [although] we [may] come from very different backgrounds, [we all have] a desire to help our community."

Cooper also states that Shelter House,

which is one of the benefactors of this event, is very important to her as she has spent a lot of time there making dinners for those less fortunate.

All proceeds from the event will also support the efforts of the Thunder Bay Food Bank.

The Empty Bowls Caring Hearts event will return to a sit-down meal after being limited to a virtual, drive through format during the COVID-19 pandemic.

"We are pretty excited about going back inside because we know that's what people really enjoy about our event is that community building that happens," Cooper added.

The event is scheduled for Oct. 15th with the take-out option available from 1:30-3:30 p.m.

The doors to the Moose Hall on Fort William Road will open at 4:30 p.m. with dinner commencing at 6 p.m.

The Empty Bowls mission in Thunder Bay has raised approximately \$400,000 since its beginning in 2000.

Celebrity food endorsements

News broke earlier this month that the collaboration that no one wanted was finally official. Ed Sheeran, evil food overlords Kraft there are dozens of other ones Heinz had created "tingly teds" a

hot sauce fronted by the musician and a mascot that looks like an angry bear. Us here in Thunder Bay are well aware of when some celebrity collaborations well. go Heartbeat Hot Sauce has had some magnificent success with their | Here's Cooking at You Kid | ships seem predatory collabs with hard rock

and heavy metal bands and of course the highly visible and amazingly well executed Louisiana style hot sauce with UFC Fighter Dustin Poirier. The sauce is visible almost anywhere that Dustin is, which is exactly what you want from that kind of mutually beneficial partnership. It also is huge that the sauce is a banger of a product which could

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also stand on its own without the partnership (if it had to).

For every Dustin Poirier collab, that are no where near as

successful. Kim Kardashian hawking Beyond Meat, The Jonas Brothers with popcorn, Doja Cat rolling out the Mexican pizza for Taco Ball, the Biebs and Tim Hortons. Many times, these kinds of partner-

and tend to skew insincere. Who knows if that's the fault of hyper stylized marketing that they come off that way, or maybe its genuinely insincere.

There are other times when the celebrity joins the company as a franchise owner and genuinely owns pieces of the company. Famously Megan Thee Stallion owns multiple Popeyes franchises and had her own "hottie" sauce.



FOOD ENDORSEMENTS: Ed Sheeran is one of the latest celebrities to endorse a line of food products.

Shaq would probably be the most famous version of this as he owns multiple Krispy Kreme and Papa Johns among many other franchises. Adding the Shaq brand to those types of food products seems like a no brainer in the world of promotion as his stature

in most marketplaces can stand toe to toe with any kind of huge food franchise.

In other instances, the celebrity can use their own wealth or insight and create or invest in a struggling or emerging brand to give them a shot in the arm.

Selena Gomez invested heavily into Serendipity brands; an ice cream manufacturer that has multiple "Selena created" flavours. The world of celebrity endorsements is one that is never going to go away. Obviously as I have outlined here, there are many ways it can go well, but far more ways in which it can go poorly. The difference in each is if it can come off genuine, oftentimes it comes across as simply as a cash grab to profit off the fans of one specific artist. I guess that's always the goal but if it hits you in the face with that fact it can trigger a lot of backfire for both the product and the celebrity, and usually the product takes the brunt of it.

LIFE 11

Derek Lankinen is an awardwinning chef, author, and restauranteur. He is the Owner/Operator of Beefcake's Burger Factory with two locations in Westfort and Current River and Co-Owner of Elite Beef.

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12 LIFE Bird hunting by mountain bike

The week before small game hunting season opened here in Northwestern Ontario, I was riding my mountain bike through Centennial Park when I came across a group of five ruffed grouse. I was within ten feet before they flushed into the trees. It was a good indication of healthy bird numbers this fall as well as a reminder of just how effective a bike can be at getting you close to grouse before scaring them away.

I have found that the silence of the bike allows me to take an exceptionally stealthy approach to hunting, in strong contrast to my full-size truck with its throaty V8 engine.

The first time I hunted off the bike last fall, I had about two hours of davlight left after spending the afternoon fishing a small lake for stocked brook trout. With time fading quickly, I pulled my bike out of the truck and set off to explore the gravel roads around the lake.

Within minutes, I spotted a



QUIET HUNTING: Hunting grouse by mountain bike can provide a stealthy approach.

grouse camouflaged in with the brush on the edge of the road. I rolled in close and instead of the bird flushing immediately, it gave me an extra moment to load a shell into my .410 before it went airborne. That moment of hesitation was all I needed.

This same scenario played out several more times in the next hour

and, with time to spare before sunset, the pockets in my hunting vest were stuffed with a limit of

grouse. Did I just get lucky, or was the bike really the difference? The fact that I found the same success over the next few weekends suggested that the bike was indeed helping me get more birds.

These grouse are well-known to anyone living in our region.

Though some people call them "partridge" what we actually have here are ruffed and spruce grouse.

Keith Ailey

the GOOD LIFE

We often encounter these birds wandering onto gravel roads where they come to pick and swallow tiny bits of gravel. They store these tiny stones in a muscular part of their stomach known as the gizzard, and when the gizzard contracts, the roughage helps the grouse grind up and digest its food.

When these birds see or hear us.

they instinctively do one of three things. They either rely on their natural camouflage and hold still, or

they dart back into the underbrush on the roadside, or they flush and fly for cover. If they fly, they prefer short bursts, and they can be pretty dramatic when they suddenly explode from the underbrush, flushing into the air with a thunderous whirr of their wings.

When a frightened grouse decides to abandon its camouflage defense and fly or run off the gravel road, they become fair game for hunters. However, if they go too deep, they can quickly disappear in the foliage, especially this early in the season. Getting close enough to take a shot at these fleeing birds is key, and I am convinced that approaching them in silence, with the help of a bike, is a sure way to increase hunting success.





Branagh's best Poirot to date

Movie review of Kenneth Branagh's film A Haunting in Venice

Haunting in Venice" (SilverCity) is director/star Kenneth Branagh's third go-round with Agatha Christie's Hercule Poirot. This represents Branagh's best crack at Christie's famous fictional Belgian detective, though not without quibbles.

This film is inspired by Christie's "Halloween Party." Screenwriter Michael Green has changed much from the book including transplanting its setting from England and retaining the season in which it is set.

The movie finds Poirot several years removed from his Nile adventure, retired in post-war Venice,



MOVIE TALK

ignoring pleas to take on cases, indulging in horticulture and relishing sweets. That's until mystery writer friend Ariadne Oliver (a miscast Tina

Fey) ropes him into attending a séance in a haunted palazzo conducted by a celebrated medium (Michele Yeoh) whom Oliver hopes Poirot will debunk, providing inspired material for a new novel that may get a better reception than her recent literary efforts.

The palazzo is owned by ex-opera singer Rowena Drake (Kelly Reilly) whose disturbed adult daughter fell to her death. It's uncertain whether this was a suicide, an accident or murder. The hope is that the medium's contact with the daughter's spirit will resolve the



NEW HAUNTING: Director Kenneth Branagh's third go-round with Agatha Christie's Hercule Poirot in A Haunting in Venice.

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The séance is being held on a stormy Halloween night. The palazzo was once an orphanage where numerous children met their demise during the plague. Their ghosts apparently still linger. These elements fuel the edgy atmosphere Jamie Dornan and Jude Hill from Branagh's "Belfast" return as father and son again. Dornan is the PTSDstricken family doctor-a little too obviously jittery initially-who's also guilt-ridden, having failed to save Rowena's daughter. Hill is Dornan's self-possessed young son and ostensible caregiver.

Also attending the séance are the palazzo's housekeeper/nanny, Poirot's ex-cop bodyguard, the medium's two assistants, and the dead daughter's fiancée. Then death occurs.

In keeping with Halloween, the atmosphere is suffused with darkness and loss touching all parties, including Poirot himself. Branagh employs cockeyed camera angles and claustrophobic close-ups suggesting something unsettling, perhaps supernatural. There are quick glimpses of indistinct bodies eerily slipping out of sight. These stylistic flourishes recall "The Third Man" and "Don't Look Now."

Branagh's trigger-quick editing upends the set-up, the characters barely getting a chance to register. There is some over-reliance on jump scares (thank you, AVX sound system) and stormy weather bits, illustrating how the palazzo is cut off from external intervention.

The largely unsympathetic characters remain stock-thin, crying out for some embellishment, though Fey's Ariadne has a humorous moment or two. Minus much evidence, Poirot magically fleshes out the suspects' secret back stories to explain the hallucinatory goingson and the far-fetched plot.

Haris Zambarloukis' atmospheric cinematography is rife with moody shadows and beautiful period lighting, complemented by first-rate production design. Guonadottir's eerie soundtrack embellishes the mood.

These latter elements make "Haunting" engaging enough to overcome the muddled plot and slim characterizations. Branagh still gets kudos for a grittier effort over his previous lacklustre "Death on the Nile." He may crack Poirot yet.



ON THE SCENE/GAMES 13

Enigma cryptograms are created from guotations ENIGMA and proverbs from around the world. Each letter stands for another letter. *Hint: "X" = "T"* CRYPTOGRAM "XU HU YII XAV XYIPCSB YSH SUX MV ECIICSB XU ICNXVS CN Y WUTZ UW BTVVH." - HVZULTCXQN UW YMHVTY 3 6 8 7 5 3 6 1 2 1 8 2 5 9 7 8 9 1 5 3 1 8 7 6 3 5 9 1 ANSWER TO PREVIOUS PUZZLE ACROSS 39 Mademoiselle (abbr.) 41 Hoodwinked
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Ultimate degree Amer. Football League (abbr.) 42 Same (pref.) 44 Of the skull Plead 46 Two (pref.) 10 Honey-eater TATTOOEENFANT 49 God (Lat.) bird 11 Nat'l 51 Atle INDUCE 53 Semicircular Endowment for RAHEADEM K A A room 54 Last Queen of the Arts (abbr.) E A S E NO B R E A P G L O A M N R A A R G 12 Anagram (abbr.) Spain 55 Mother of 14 Containing tin 16 Irish sweetheart SAVIOR Brunhilde 56 Social affair ANTEROWALLOP 17 Monkey 57 Eth. prince AAA O T B O R A READE 18 Extra A D M I T T A B O O NEA by Stimulated (abbr.) Emission of Radiation 13 Fuel 15 Back of the (abbr.) Sheep's cry neck 19 Dead on arrival (abbr.) 21 Steel (Ger.) 23 Cold Indo-Chin. language 10 Manuscripts 24 Tavern 25 Military macaw 26 Chickadee 27 Snow (Scot.) 29 Noun-forming (suf.) 30 Tree 33 Uncle of Jason 36 Teacher of Samuel 38 Geological epoch 40 Penetrate 42 Mountain on Crete 43 Month abbr. 45 Sayings (suf.) 46 Snee 47 United States Dept. of Agriculture (abbr.) 48 N.Z. woody vine 50 Expanse 52 Classic car

ON THE SCENE/CLASSIFIEDS



POIGNANT COMEDY: Amy Sellors (Left) and Suzanne McKenney (right) in Magnus Theatre's latest production, Meet My Sister.

Velvet ties that bind

By Linda Maehans - TB Source

Hello, nice to meet you.

Most first family introductions are solidified by handshakes and warm smiles. Yet sometimes, not always but sometimes, it isn't long before certain, ahem, undercurrents ruffle the surface. You assumed it would be smooth sailing, didn't you. Humour does come in handy. This is one of those times.

Magnus Theatre launches its 23-24 season with a poignant comedy titled Meet My Sister, by Bonnie Green.

Well, geez and c'mon, this really could be anyone's family story; nothing earth-shattering; just real life, such as it is.

So, yeah, it was good to meet Blanche and Stella at their childhood home on a sunny afternoon in the Muskoka's, where mom still lives. Where things have been, well, changing. Bit of a worry, there.

Stella, played by Suzanne McKenney, tells me her work as a registered therapist, herbal products and lavender exports, fulfills her as a human being. Why not? She lives out by the west coast in delightful place called Peachland. How's mom, I ask, with an appropriately concerned expression.

"Oh, she's trying to figure out what's happenin'; gets a little confused. But that's okay. We all feel like that at times." Stella offers one of those warm smiles. "I try and clue in. Sure, it's hard. I mean, we all need to be given some space, and time. To figure things out. I've brought a few herbals for mom, might help her focus. Really, she's doin' okay on her own."

"No, she's not doing okay on her own!"

Another voice, actually more of a shrill whisper, cuts into the conversation. It's Blanche.

Actor Amy Sellors, as Blanche,

wears no trace of her earlier relaxed expression. Now poking her sister's arm, she appears flushed; distraught.

Back to more smiles. I turn to Blanche, who composes herself and, when asked, tells me her career as a public education nurse is very important, absolutely no nonsense, and I see it in her eyes. The worry.

"My job matters. I am shaping young minds, because I am teaching them about health things, and I, you know...I have to...I'm in charge of things," she splutters. "Someone has to be!" Blanche seems overcome with emotion.

She looks around the property. "Okay, I haven't been at work a lot lately. I've been here. Coming to check on mom, take her to all her doctors' appointments." A vicious glance at her sister. "While you're swarming off in B.C. or whatever it is you're doing...". Blanche wags her hand

in Stella's face dismissively.

"Farming? Hmph. You grow lavender. You have ... a... garden." Here's when the sisters are suddenly silenced. Their mom, inside the house somewhere, is calling. Does she need help?

About 10 minutes later, Blanche and Stella come back out to the front porch. It's a bit awkward. I think to ask if they are sharing their same childhood bedroom; any whispered nighttime secrets? Maybe from all those many years ago?

Stella, immediately: "oh, we had a wonderful time; wonderful parents!"

From Blanche: "easier, maybe, to be a kid. No grown-up responsibilities."

Together they smile at me.

Go "Meet My Sister" at Magnus (still in the saddlespan tent this time); playing Sept.28 to Oct. 21.

Heat, lights, and full sound included. Also, lots of smiles.



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KNOW THE EARLY SIGNS

COMMON SYMPTOMS OF PANIC INCLUDE:

- · shortness of breath
- · tightness in chest
- racing heartbeat
- · sweating/feeling hot
- dizziness/lightheaded

STAY PRESENT

GROUND YOURSELF BY NAMING:

- · 5 things that you see
- 4 things that you feel
- 3 things that you hear
- · 2 things that you smell
- · 1 thing that you taste (or a taste that you like)

BREATHE

CALM YOUR BODY WITH DEEP BREATHING

- · Breath in slowly through your nose.
- · Feel the air slowly fill your chest and belly.
- · Exhale slowly through your mouth.
- · Repeat several times.

CALMING SELF-TALK

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- · this is a false alarm
- · I will get through this
- · this will pass
- · 1 just need to breathe

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