

House of Jude photo

House of Jude founder Kristina Maimonis with her two children, Jude (left) and Arie.

## TOWEL COMPANY GIFTING PRODUCTS TO FRONT-LINE NURSES

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A Halton Hills small business is giving back to nurses working hard for local residents during the COVID-19 pandemic.

House of Jude, a family business specializing in handmade Turkish textiles, is gifting a towel in each customer's name to nurses across the GTA with the purchase of almost anything from its online store.

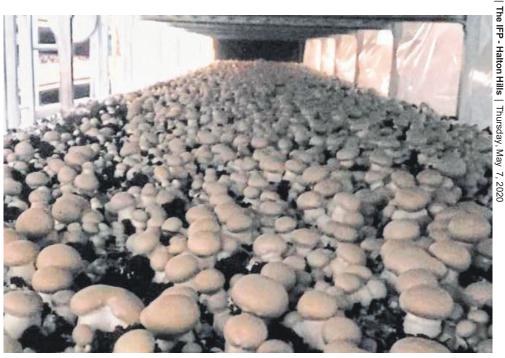
"This is an opportunity

for us and for our customers to express gratitude to those putting themselves at risk every day for the safety of all of us," said House of Jude founder Kristina Maimonis.

The Jude's Nurses campaign started from a text exchange between Maimonis and customer Alison Rodrigues, who's a critical care nurse at Mississauga's Trillium hospital. At a time when nurses are constantly washing their hands and wearing medical masks, the local mother realized she could help make their lives a bit easier with her Turkish towels, which are extremely soft and gentle on skin.

The two have now teamed up, with Rodrigues distributing the gifted towels to her fellow nurses at the hospitals in Georgetown and Milton, along with Trillium and Toronto General. "Receiving a token of appreciation, be it small or big, or even just a 'thank you' reminds us that our service and duty is not going unnoticed," said Rodrigues. "It gives us the sense that we are not in this fight alone, and the community is by our side recognizing the critical role we are playing in this fight. This is truly what nurses need to see now more than ever before."

For more information on the Jude's Nurses campaign, visit www.houseofjude.ca/pages/judesnurses.



W&T Mushroom photo

Faced with a large surplus of mushrooms after restaurant closures, W&T Mushroom, located between Acton and Rockwood, packaged mushrooms for its neighbours and local food banks.

## ACTON FOODSHARE RECEIVES DONATION FROM LOCAL MUSHROOM FARM

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When restaurants began closing, the orders stopped coming in.

So what do you do if you've already started growing tens of thousands of pounds of mushrooms to fulfil the expected orders?

"You work so hard, all the time," said W&T Mushroom's Natalie Jaroszewski, whose farm between Acton and Rockwood produces an average of 540,000 pounds of mushrooms a year. "We didn't want them to go to waste."

So Jaroszewski started packaging two-pound bags.

She enlisted the help of a neighbour Jason Farmer, whose printing business, Branded Marketing and Promo, has been forced to close, to print labels with a mushroom recipe.

Then Jaroszewski started the deliveries to her neighbours.

"We were playing nicky, nicky nine doors. Knocking on doors and running away," she said. "Sometimes people would catch us and they would want to pay us, but the only payment we wanted was for them to eat them and enjoy them."

Jaroszewski saw it as a way to thank the neighbours who had helped to fight stop the Hidden Quarry proposal, which, despite their efforts, received approval in February.

Knowing that fresh produce is sometimes hard to come by for food banks, W&T also packaged and sent mushrooms to three food banks, including the Acton Foodshare. Jaroszewski said the farm plans to make another donation to the food banks.

The farm is still sending mushrooms to the food terminal in Toronto to supply grocery stores, but has had to scale back its production by 50 per cent, largely because of restaurant closures.

As the COVID-19 pandemic continues to unfold, we will be making some changes to our website and newsletter. In regards to Canada's federal government advising against all unnecessary travel, we will not be promoting any flights, travel deals and travel packages until further notice.

But, just because our travel deals have been put on hold, our team is dedicated to providing YOU, our amazing subscribers, with inspiring and informative blog content during this time! If you haven't done so yet, please sign up for our weekly newsletter so we can keep you up to date!





