

BUSINESS

Writing's on the wall — literally — at Impact Design

By Stephanie Thiessen
CANADIAN CHAMPION STAFF

It's a common phrase uttered by mothers and fathers alike, often to kids grasping colourful markers or crayons.

"No drawing on the walls!"

Thankfully, now that she's an adult, nobody can stop Miltonian Andrea Markusich from doing just that — and being paid to do it.

About a year ago Markusich started Impact Design, in which she puts inspirational quotes, phrases and slogans on glass and walls using vinyl film. Her customers range from homeowners wanting their walls to reflect their personalities to companies wanting to better convey their business philosophy.

"People come into the office and they can't miss it. It's like the walls speak to them," Markusich said.

The phrases can be 20 feet long, if that's what the customer wants, and the letters are often about a foot tall.

"I believe what we read we really take in," Markusich explained.

Recently, Markusich thought up a way to combine her business with her participation in the upcoming September 8 to 10 Weekend to End Breast Cancer.

For \$60 to \$100, Markusich will do a phrase on a wall, with half the proceeds going toward her fundraising for the event.

The font can be up to four inches high, and Markusich will even help businesses choose a quote that's appropriate, if they don't already have some-

thing in mind. "My supplier has generously donated the vinyl film for me to do this, so it is a win-win for everyone," Markusich said.

For the Weekend to End Breast Cancer, Markusich will walk 60 kilometres with thousands of other men and women to support breast cancer research and treatment through the Princess Margaret Hospital.

Markusich's team, the Milton Moms, has set a fundraising goal of \$52,000, and Markusich is hoping this new endeavour — along with another idea she recently came up with — will help them reach that goal.

Her second fundraiser involves a silent auction she's organized with the home décor retail community of Milton. Each participating store has donated an item for the auction, and residents can bid on the items inside the stores. The auction will close at the end of July, and auction winners will be notified.

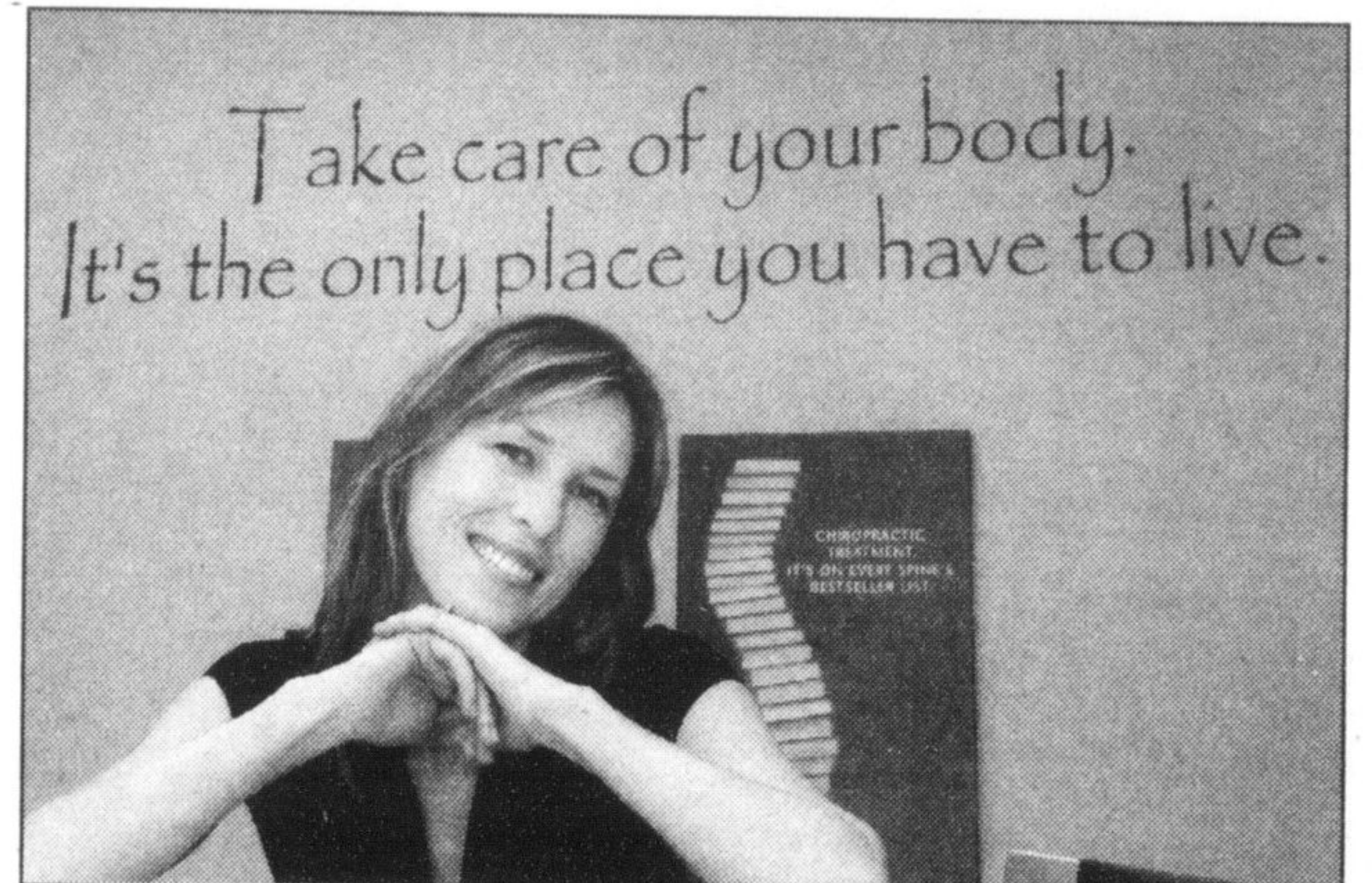
Participating stores will have a pink ribbon logo in their windows — Markusich's handiwork, of course.

"I thought it would be great to create a community of decorators," Markusich said, adding the stores that normally view each other as competition will be working together for the same cause.

Once again, all proceeds will go toward The Weekend to End Breast Cancer. Markusich hopes surrounding communities will also get involved, since she's placing an advertisement in the July issue of West of the City magazine, which will list the participating Milton stores.

For more information on Impact Design, or to inquire about having a phrase done in a home or office, e-mail Markusich at impactdesign@cogeco.ca or call her at (905) 875-4192.

Stephanie Thiessen can be reached at sthiessen@miltoncanadianchampion.com.



GRAHAM PAINE / CANADIAN CHAMPION
Impact Design's Andrea Markusich shows off her work at Carriage Square Chiropractic, as part of a fundraising effort for the Walk to End Breast Cancer.

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WHERE:
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Admission is free. Light refreshments will be served.
For more info, call (905) 849-4559

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Time: 7:00 p.m.
Place: Milton Senior's Activity Centre, 500 Childs Drive, Milton

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