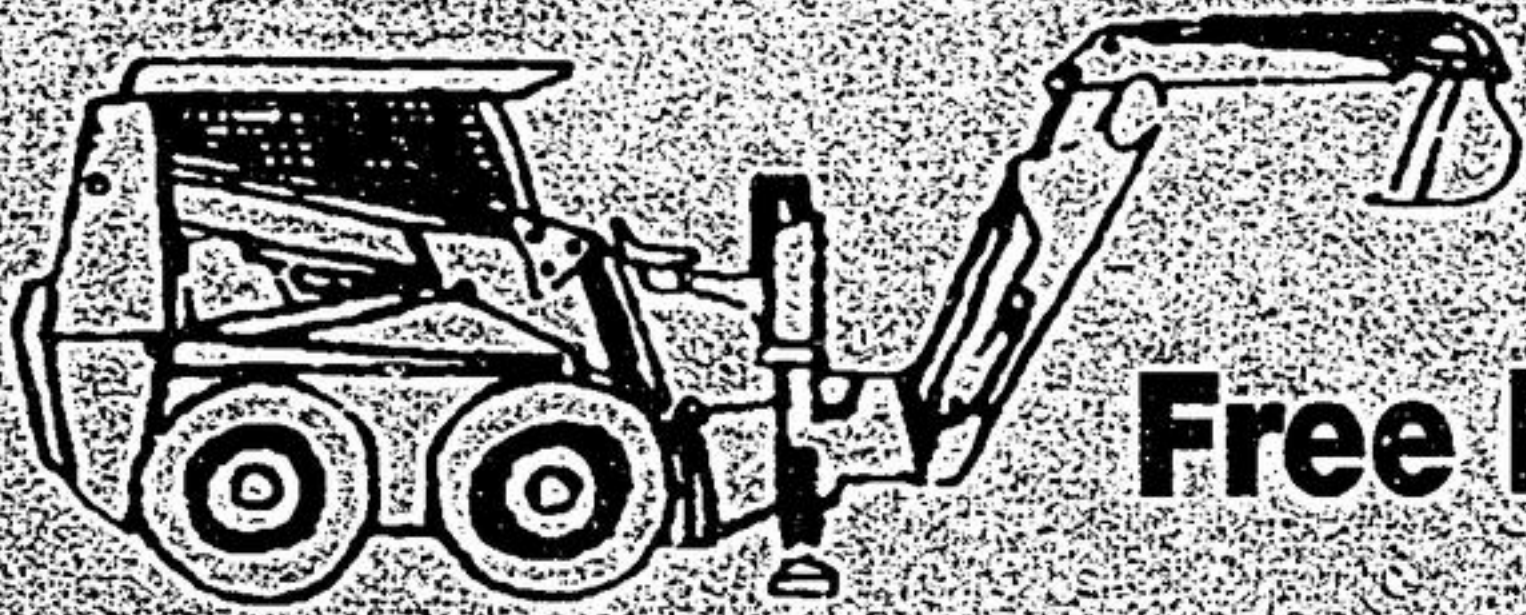


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## Ballantrae P.S., St. Mark first local schools to participate in Risk Watch program

From page 1.

Beckett, deputy chief of the Whitchurch-Stouffville Fire Department.

Packages are available for different age levels, with teachers invited to enlist the help of firefighters, police officers or health-care workers in delivering the material to their students.

"We chose the schools because it's a controlled learning environment," Beckett said. "The teachers are professionals so they can either teach the material themselves or get us to help."

While Risk Watch is new in Ontario, it has been offered in the United States for several

years.

"We've just adopted the program in York Region. This will be our first full school year."

Initially, each municipality in York Region is to select one local separate school and one public school to promote the program. St. Mark Catholic School and Ballantrae Public School have been identified as the Whitchurch-Stouffville schools, Beckett said.

"The goal is to have all six elementary schools in Whitchurch-Stouffville in the program," he said.

But at a cost of \$500 per school, Beckett said it will take a while to line up sufficient sponsorship.

"Cango has come in as a pre-

mium partner across Ontario," Beckett said, adding some firefighters have dug into their own pockets to help sponsor the initial program.

Beckett said firefighters are committed to programs such as Risk Watch because of a concern for young people.

"We want to do anything we can to promote the safety of kids," he said, suggesting adults could also do well to heed the messages of the program.

"Sometimes it's the child telling a mom or dad to put on a helmet when they go for a ride on their bicycle. It's a lot easier to teach the kids."

For more information on Risk Watch, call Beckett at (905) 640-9595.

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ECONOMIST & SUN Stouffville Tribune

## York Region firm helps get moose message out

BY PATRICK MANGION  
Staff Writer

The moose are on the streets and now, thanks in part to a local business, they're in the stores.

The City of Toronto has chosen veteran clothing manufacturer Legacy Sportswear in Vaughan to supply all merchandise to support the Moose in the City program.

Rick Ferri, owner of Legacy Sportswear, teamed up with friend and business partner, Billy Hitzig of Freedman Corporate Apparel to create a line of merchandise that helps attract even more attention to the 325 life-sized fibreglass moose that have been residing on the streets of Toronto this summer.

The two men were awarded the licence at the end of May and had to use all 54 years of combined experience, as they had only one week to come up with a line of items sporting the Moose in the City logo before the June 5 launch.

"We didn't expect to get it (the licence)," said Ferri. "The time frame involved made it a major challenge to get things up and running."

Only three months later, as many as 50 items grace the shelves of hotel gift shops in Toronto's downtown and at Pearson International airport.

Tourists and adoring moose lovers alike can buy everything from a typical souvenir T-shirt to the zany styro-foam moose antlers and canned moose (a stuffed moose that comes with its own can).

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