



CJNU Nostalgia Radio
Community Newsletter
March 2021

WE DO WINTER BETTER!

CJNU Welcomes Reh-Fit as Host Sponsor for March

It's been a year of dramatic change, to say the least. It's been quite a year for the Reh-Fit Centre, our Host Sponsor for the month of March.

One year since the initial lockdown in Manitoba, most of us are feeling the effects of inactivity. Reh-Fit is here to help with that.

For the uninitiated, the Reh-Fit Centre is a medical fitness facility in Winnipeg with an over 40-year history. Its inter-professional team of kinesiologists, rehabilitation professionals and nurses has helped thousands of people get healthy, stay healthy, and live happier, more independent lives.

The COVID-19 crisis shuttered the centre's doors not once, but twice. While its doors were closed, its commitment to building community health through physical activity didn't waver.

The Reh-Fit Centre quickly launched live online fitness classes to help its community stay active during a stressful time. With time the variety of programs and services grew, eventually turning into its own platform called *Reh-Fit Anywhere*.

Reh-Fit Anywhere includes a virtual class library, daily live classes, coaching and exercise plans, seminars and education, access to virtual personal training, specialty programs, and more.

This means members get the best of both worlds, working out to guided classes at home and coming to the centre to walk the track, resulting in added variety and convenience.

Taking its virtual education initiative even



further, the centre also launched *Fit Talks*—a popular virtual seminar series with experts from around the country presenting on a variety of topics to support the community. These talks are open to the public, and continue to present a rare opportunity to learn directly from experts at St. Boniface Hospital, University of Manitoba, University of Winnipeg and other national resources.

Today, the Reh-Fit is effectively running two organizations: serving its members in person at the centre and supporting a wide variety of people in the community at home. Reh-Fit staff speak of the “hybrid” model of fitness centres that is gaining popularity today and will be the norm in the not-so-distant future.

Community-based health programs such as Cardiac Rehabilitation, Kidney Fit, Moving Forward After Cancer, Minds in Motion, and Happy Hip & Knee continue on a virtual basis to help individuals prevent, manage and move beyond a variety of conditions.

The Reh-Fit also won a prestigious international award amid a pandemic. The Medical Fitness Association (MFA) awarded the Reh-Fit Centre as recipient for the 2020 Medical Fitness Certified Facility of the Year. This international award is presented annually to a certified medical fitness facility that clearly serves as a benchmark for the industry, and whose results others can emulate.

The Reh-Fit continues to push towards the future of fitness. It is currently exploring new, innovative spaces, including an outdoor activity space and recovery zone.

As we all consider how to continue safely with exercise, and prevent the health effects associated with being sedentary, we must remember: Physical activity is crucial to our health and well-being. According to the World Health Organization, “regular physical activity also improves mental health, and can reduce the risk of depression, cognitive decline, as well as delay the onset of dementia. It improves overall feelings of well-being.”

Whether you're interested in getting more active at home or at a fitness centre, the highly trained staff at the Reh-Fit are here to support you. You can learn more about programs and services the Reh-Fit offers by visiting reh-fit.com. 🍌

CancerCare Manitoba Foundation



All funds raised stay in Manitoba.

All funds donated remain in Manitoba supporting an internationally recognized team of health professionals at CancerCare Manitoba who provide outstanding care for patients and their families.

CancerCare Manitoba Foundation's mission, in partnership with our donors, is to support CancerCare's strategic priorities. Donor generosity enables the Foundation to maximize the funds provided annually. Donor contributions help bridge the gap of initiatives and programs not eligible for government funding or where financial resources are not available, including prevention, early detection, clinical trials and leading-edge research and treatment.



AGoldenPremiere

Thanks to the generosity of donors, the Foundation has been able to grant more than \$134 million since 2000. This support to CancerCare Manitoba profoundly impacts patient outcomes.

CancerCare Manitoba is our provincially mandated agency for cancer and blood dis-

orders. We share its bold vision, "A world free of cancer" and the goal that no life is cut short by cancer.

This March, we are showcasing our men's cancer campaign. Your investment now can help change the course of men's cancer in our province.

You are invited to support the inaugural *A Golden Premiere* campaign. The campaign's highlight is a short documentary showcasing the progress made in successfully treating men's cancers and the need for continued donor investment. Hear inspiring stories from men who have benefitted from donor generosity and from the dedicated CancerCare Manitoba team about what is possible thanks to continued donor support.

With a gift today, you will receive a link to VIP viewing privileges on March 23 to the documentary. Thanks to a generous gift from Mark & Sharon Evans, donations up to \$100,000 will be matched.

Please support *A Golden Premiere* campaign and be the answer to men's cancer. Proudly presented by the Paul Albrechtsen Foundation. AGoldenPremiere.ca 🍷

CJNU Personality Corner

Rick Scherger: My Musical Journey

My musical journey began when I happened upon a Facebook ad searching for a technical wizard to assist CJNU in organizing the automated hours for the station. I clicked on *Apply* and waited.

Once I received an email, asking me to join a group of fellow applicants in a training session, I was on my way. There's almost nothing more intimidating than running late and entering a room full of people, unless it's trying to sneak into the back and being instructed by the presenter to come sit at the front. Little did I know that day that the presenter (Mark) would become a very good friend on our shared journey with the station.

After a short training period, I took over the task of programming the automated hours.

Station Manager Adam Glynn and I would try to meet every second month to connect, and at one of these meetings, Adam said, "We need to get you on the air." Immediately intrigued, I pitched him a couple

of show possibilities and he told me to keep working on ideas.

I had my first taste on air at CJNU when I was offered the chance to produce *Miss Lonelyhearts* with Maureen Scurfield on Monday evenings. Shortly after that, I had the opportunity to fill in as an announcer when slots opened up. I gained some experience and pitched my idea for an all-covers show, which was initially turned down. The main takeaway was that the committee liked my enthusiasm and to be patient.

In the spring of 2020, Susan Hamilton asked me to cover an evening shift around a Goldeyes game. I quickly put together an episode of *Under the Cover*, thinking that this would be a one-time opportunity. As things progressed, more slots became available and pretty soon I was running a regular Saturday night show.

As the Goldeyes season drew to a close, I was offered a permanent spot on Saturday nights. After a quick meeting with Scott Balnaeves, of *Polyester Dreams*, we suggested we rebrand Saturday as *CJNU's Saturday Night Fever*.



Rick Scherger

I am excited to have had the chance to be a part of this amazing group of people. I continue doing *Under the Cover* on Saturday evenings while hosting a few morning shows a month. Sharing my musical journey with our listeners has been extremely rewarding. 🍷

St. Patrick's Day Nostalgia

Well, if I'm going to share my thoughts on what St. Patrick's Day means to me, I should tell you a little about myself. I was born in Montreal, the grandson of Irish grandparents (both sides)—so while I may not be an expert, I do know a little about the subject.

I would say that the St. Patrick's Day celebration was, at least in our house, second only to Christmas—just with a lot less pressure on the adults.

The week-long celebrations always culminated after the parade with a grand old Ceilidh at my grandparents' home, along with plenty of good food, great music and maybe a "Wee Drop of The Crater". I'm sure you know that there never was an Irishman born who couldn't sing, or at least thought he could.

The feast of St. Patrick culminated with the parade, which was always held on the Sunday closest to the 17th. It should be noted that the Montreal parade has been held annually since 1824, interrupted only in 1918 by the Spanish Flu, and in 2020 and this year by COVID-19.

The week was full of celebrations—every school had an Irish concert and the parishes usually had fundraising dinners with appropriate music on the menu. I could go on and on... but I'm told space is limited.



Lorne visiting the historic Kilmainham Gaol in Dublin



Outside the General Post Office in Dublin, the site of the start of the Irish Civil War in 1916

I think my most cherished memory was at about eight years of age, as I was getting set to walk in my first parade. My granddad gave me his Irish Blackthorn walking stick that he had brought with him from the old country. I was so proud—I have it to this day.

When I think back to those early years, I realize it was one of the few times that the

whole family got together. This included eight aunts and uncles and their spouses, my parents, grandparents and 23 cousins.

I look back fondly on those special days, remembering the family getting together to celebrate each other and our shared heritage.

How's that for a little *Nostalgia*? 🍷

~ Lorne Kearns, CJNU Board Chair

International Community Recognizes Winnipeg Ambassador

Connie Newman, one of Winnipeg's busiest advocates for seniors, has recently been acknowledged by the international community as an innovator on the subject of aging. Connie is the Winnipeg chapter's ambassador for *Aging2.0*, a global initiative that addresses the biggest challenges and opportunities in aging today. She has been featured on the *Aging2.0* site on Day 16 of 21 Days—each day highlighting the work of an international ambassador—21 days, 21 stories (aging2.com/blog/21-stories-final-report/).

Connie Newman understands the issues seniors face; since her retirement she has devoted her life to advocating for the needs of seniors. As a retired middle school teacher/administrator, Connie's ability to bring people together and solve problems makes her perfect in her role: "I am a connector. I firmly believe the more knowledge that people have, the more they control their own destiny. My work aims to help people gain information."

One way Connie disseminates that information is through hosting *Coffee and Conversations with Connie*, a special radio segment on CJNU 93.7 FM. The station knows many of its older listeners are facing social isolation, especially due to the impact of COVID-19. During her segment, Connie shares all kinds of information with the community, particularly information focused on older adults. She uses her one-minute clips to empower older adults in Winnipeg, and sur-

A promotional graphic for "21 Days, 21 Stories" featuring a white coffee cup on a saucer. The text includes "16.21 93.7 CJNU", "OUR STATION PROGRAM", "CONNECTING WITH CONNIE", "Tuning into knowledge", and "Our Ambassador in Winnipeg, Canada is tuning to the airwaves to broadcast knowledge and information to isolated older adults." It also includes social media icons for Twitter, Facebook, LinkedIn, Pinterest, and Email, and a footer: "21 stories from Aging 2.0's Global Chapters to inspire us in 2021".

rounding areas, by providing a variety of resources, tips and education to the listeners, helping them feel connected.

Connie says: "The more knowledge you can give, the more people can continue to do for themselves. This helps people maintain a sense of independence."

Connie has more than 50 recorded clips which can be found on the CJNU 93.7 FM website, cynu.ca/connie/ 🍷

Assiniboia Chamber of Commerce

Supporting Local 365 Days/Year with *cheerhere.ca*



We have all purchased local products and services in our lifetime, but maybe not with as much passion and drive as we did in 2020. If anything, COVID-19 gently nudged people's way of thinking on the subject, and we need to keep up the momentum of supporting local businesses at the forefront.

Why Local?

- **Get Better Service:** Local merchants are more likely to be focused on customer service, quality and warranties.
- **Great Products. Great Prices:** Shopping local encourages local businesses to improve their products, service and selection, which will enhance our community's shopping environment.
- **Invest in Community:** Buy from people who have local interests at heart and will make decisions that help improve the community.
- **Create Jobs:** Local businesses create local jobs, increase local prosperity and reduce unemployment. Local merchants will secure jobs for our friends, neighbours and family members.
- **Put Your Taxes to Good Use:** Support public services through sales taxes—these dollars fix our roads, maintain our recreational facilities, fund our fire and police departments, and much more.
- **Reduce Driving and Save Time and Gas Costs:** This, in turn, also preserves the environment.

- **Support Community Groups:** Local businesses start a chain of "trickle-down" dollars. Local merchants will use their profits at other local businesses, charities and public service events.

The Assiniboia Chamber of Commerce created *cheerhere.ca*, a website dedicated to supporting local businesses in the West Winnipeg community. From handmade teddy bears, cleaning products and bath and body soaps to used books, local food & beverage products (maple syrup, jams & jellies)—the list is endless. Contests on social media are running regularly and plans to share stories of cheer on the website and social media pages are in the works.

If you are a business looking to expand or launch your digital presence for selling your products and services, please visit www.cheerhere.ca and register your business for free! We will upload your profile within 48 hours.

#KeepTheCheerHere • cheerhere.ca • #LocalLove



Primaris A Big Thank You to Primaris Management Inc.

CJNU would like to thank the wonderful folks at Primaris Management Inc. for their ongoing generosity. Once again they have provided space and provisions for our satellite studio at *Grant Park Shopping Centre*.

The new location of our studio at *Grant*

Park is by the Winners entrance. CJNU announcers are enjoying the natural light and views from the large windows in the open area. Although CJNU isn't open to the public yet, we'd love to see you wave or give a thumb's up when walking by.

Cory Quintaine and the Primaris team

have always been mindful of the community in and around *Grant Park* and *Kildonan Place*. Both shopping centres are open and we hope you will support their businesses by shopping local. Primaris...thank you for being there for us! 🙌

Don't forget!
Daylight Savings Time starts March 14



Take a Minute to Move

Stay Connected ♦ Stay Active ♦ Stay Safe at Home



Active Aging in Manitoba (AAIM) has partnered with CJNU Nostalgia Radio 93.7 FM to encourage you to move more—sit less—and feel better throughout your day while staying safe at home. Join us each day by *Taking a Minute to Move* right in your home. Try some practical and easy exercises that will get you moving and help you be a bit more active. *Take a Minute to Move* will air three times a day: weekdays—8:30 am, 1:30 pm and 5:30 pm; weekends—9:30 am, 12:30 pm and 2:30 pm. It will start February 15 and go till April 4, 2021. This initiative is supported by Manitoba's Stay Safe at Home program.

We know the pandemic has impacted our lives significantly, especially our daily activity levels. Regular exercise is vital for our well-being. Keeping active is great for your heart, brain and lungs as you age. Physical activity helps maintain your independence and quality of life.

Every minute that you move in your day counts. We're here to help and support you with exercises you can easily do safely in your own home.



Don't worry if you are not moving that much right now. Start slow, listen to your body; if you feel pain or if you feel unsteady, stop. Pace yourself and rest when needed. Be sure to congratulate yourself on your successes as you become more active.

Remember to tune in and join us at 93.7 FM on the dial, weekdays—8:30 am, 1:30 pm and 5:30 pm; weekends—9:30 am, 12:30 pm and 2:30 pm, starting February 15 through April 4. It's fun and engaging, and it will only Take a Minute to Move.

Visit: activeagingmb.ca 🌟

Slices Pizza Supports CJNU Valentine's Day Contest

We would like to give a big *Shout Out* to our friends at *Slice's Pizza!* Thanks to their support, we had a week-long Valentine's Day contest for our members.

Members just phoned in with their details, and the *answer* to the contest "I LOVE YOU CJNU", and the name was entered in the draw. The lucky winners were able to pick up a special pizza (they could pre-order it heart-shaped) at either Slices location—Stafford and Lorette or 1329 Portage Avenue. 🍷

*Happy (Belated) Valentine's Day
from Slices Pizza & CJNU*



Let's Play Ball!

The Winnipeg Goldeyes unveiled their 2021 schedule in mid-February. The home opener at Shaw Park is slated for May 21 against The Chicago Dogs.

The usual American Association season of 100 games is being planned. The 12-team league will be split into a North division and a South division. The top two teams (by percentage) in each division will play off, with the winner advancing to a best-of-five league championship final.

Because of minor league realignment across North America, The Goldeyes will compete in their North Division against The Chicago Dogs, The Fargo-Moorhead RedHawks, Gary SouthShore RailCats, defending champions Milwaukee Milkmen and newcomers, The Kane County Cougars.

You can hear more about the team signings and activity with Coach Rick Forney, as Goldeyes play-by-play announcer Steve Schuster hosts *The Inside Pitch* on CJNU on Wednesdays from 7 to 9 pm on February 24, March 30 and April 28.

CJNU is *The Official Radio Voice of The Winnipeg Goldeyes*. You can catch all the action of every 2021 game, home and away, on 93.7 FM or cynu.ca. 🍷



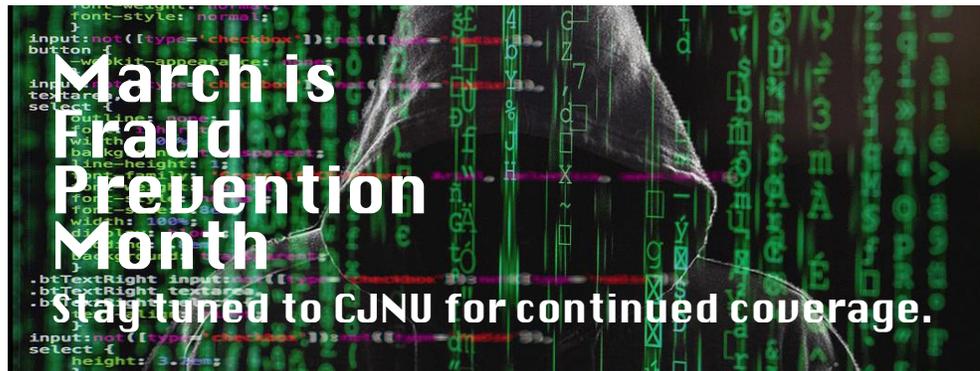
SALS Winter Coupons Are Back



Our friends at Salisbury House are once again offering their special winter coupons. The coupons have unlimited use and are valid through to the end of winter. You can sign up for yours at salisburyhouse.ca/coupons-specials.

Coupons may be used when indoor seating is resumed, or phone your closest Sals location to place your pickup order.

**At time of publication, the Sals on Leila (Garden City), and Sals on Pembina and Stafford were open for dine-in. 🍷*



"I couldn't be more excited for CJNU to officially partner with Canstar Community News. This is a wonderful opportunity for us to collaborate and develop new and unique ways to better serve our discerning readers and listeners. Tune in Fridays at noon when managing editor John Kendle and other guests join me on *Community Café*."

Adam Glynn, Station Manager

