



# 4<sup>th</sup> Street News

Aug 2007

## The 4<sup>th</sup> Street Business Revitalization Zone

P. 403.229.0902 F. 403.228.1889

420 - 1711 4<sup>th</sup> Street SW T2S 1V8

4streetcalgary.com

info@4streetcalgary.com

## Business Of The Month



**2015 4 Street SW**  
**jugojuice.com**

### A healthy alternative for your mid-day snack

We are a society on the go, and we want food and drink choices to go with our lifestyles. Too often the "on-the-go" choices offered aren't the greatest. Fatty foods, high-sugar caffeine-heavy drinks. The founders of Jugo Juice realized that most people prefer a healthy & delicious alternative. For the price and time it takes to have a fancy coffee drink, people can have a healthy "meal in a cup."

The very first Jugo Juice opened its doors in December 1998, located in Calgary's Eau Claire Market. It has now grown across North America and is leading the way in the world of fast food thanks to their simple belief that natural unprocessed foods are the future of healthy living. On a special diet? Eat smart and safe. Jugo Juice can be a great fit with a whole range of special diets. Complete nutritional information is available on all products.

So next time you have a craving; stop over at Jugo Juice.

## Help Our Environment

### Did you know that...

Idling your vehicle for longer than 10 seconds uses more fuel than turning your engine off and restarting it again?

Idling is NOT an effective means of warming up your vehicle in the winter?

Idling is a habit supported by many false and outdated beliefs. In response to a request to help curb idling in places where it occurs the most, the City of Calgary has developed two signs that can be posted in problem areas. The signs are intended to act as an instant reminder for people to turn off their engine.

Idling Reduction Signs are available on the City Of Calgary website or alternately send an email to the 4<sup>th</sup> Street BRZ office if you wish to receive a copy of either the Idle Free Zone or Fresh Air Intake sign to post outside your business.



## Memorial Park Library

1221 2nd St. SW  
221-2006

## Get Involved With The Business Community

**SEPTEMBER 2007**

**Registration Begins Aug. 27th**

### **COMPUTER LITERACY**

Saturdays 10:00 – 11:30am

**Internet Part 1** – Sept. 22

**Cyber Seniors** – join us for a four-week session of classes that teach computer basics in a relaxed, self-paced style.

Ages 50+

Thursdays Sept. 6 – 27 10:00am – Noon

### **WRITER IN RESIDENCE**

Rona Altrows, award-winning author, passionate coach, and mentor, shares her knowledge and experience of writing, publishing, and marketing writing this fall at Memorial Park Library. For more information and manuscript submission guidelines, visit our website at [www.calgarypubliclibrary.com](http://www.calgarypubliclibrary.com) or call Memorial Park Library at 221-2006.

**Writer In Residence Launch** – Rona Altrows, resident author, outlines plans for her tenure and reads from a selection of her work. Reception to follow. Sat. Sept. 8 2:00 – 3:30pm  
RSVP to 221-2006

**Write With Rona** – bring your notebook and pen or laptop computer to our informal weekly writing circle. There is no instruction or judgment – just sit back, relax, enjoy the company of your fellow writers, and scribble away!  
Thursdays Sept. 20 – Nov. 22 6 – 8 pm



We are in the process of recruiting new board members to represent and assist the 4th St. Businesses.

Once you become a Board Member, you will have the opportunity to build strong working relationships with The Calgary City Police, Alderman, City Hall, The City Of Calgary By-law Services, the Cliff Bungalow-Mission Community Association & other business owners. You will receive up to date information on any new developments & have a voice in any future beautification projects on 4<sup>th</sup> Street. You will also have input in all financial activities including the budget. An additional benefit would allow you to be featured at special events such as Lilac Festival and Frolic on 4<sup>th</sup>.

Your contribution is extremely valuable and crucial to the vitality of the business community.

Elections for the new board members will be held at the AGM coming up in October.

Please don't hesitate to call the 4<sup>th</sup> St. BRZ office for more details.

**Mark the date on your calendars....Wednesday October 17, 2007  
The 4<sup>th</sup> Street Business Revitalization Zone  
Annual General Meeting**