



## ***Baby Boomers' Beer Knowledge***

According to a new study, calorie-counting baby boomers cutting beer out of their health-conscious lifestyles have got the formula all wrong.

The survey was conducted by Ipsos-Reid and paid for by the beer companies.

Ipsos-Reid asked Canada's so-called baby boomers, those between 40 and 59 years of age, to estimate how many calories are in that clichéd Canadian refreshment -- the 12-ounce bottle of beer.

What the pollsters found was shocking. Few of the boomers surveyed even came close. On average, those quizzed thought a bottle of beer contains an average of close to 450 calories.

That's triple the actual caloric count of 140.

Those with the highest brew IQ were found at opposite ends of the country, with Atlantic Canadians and British Columbians coming closest to estimating the number of calories in a 12-ounce bottle.

By comparison, Quebecois made the poorest showing estimating more than 800 calories in each and every beer.

Overall, it's a worrying trend for the survey's sponsor, the Brewers' Association of Canada.

You see, the survey also found that "a healthy diet of foods and beverages" ranks right behind "regular exercise" on the list of survey takers' top healthy lifestyle choices. In combination, the misapprehension could be driving thirsty, but health-conscious boomers away from the frosty brew.

And the numbers back it up. Of those surveyed, 86 per cent believe drinking beer will cause weight gain.

There is, however, a glimmer of hope that tipplers could see exploited in a future ad campaign -- 6 in 10 boomers already believe moderate drinking can have a positive impact on health.

Only 26 per cent surveyed believe that beer can be a health tonic, compared with 79 per cent convinced of the medicinal merits of wine.

But with the right amount of persuasion, that could change.

If drinking one or two beers a day was proven to reduce the chance of a stroke or heart attack almost half the survey respondents said they'd sip at least one daily.

## *Frequently Asked Questions*

### *How Was Remembrance Day Named?*

In 1931, after insistent representation from the Canadian Legion, parliament enacted the Armistice Day Act. The Act ensured that November 11th would be set aside as a day distinct and apart from any other observance upon which the nation could pay special tribute to those "who gave their lives that freedom might prevail".

In 1970, an act, known as "The Holidays Act", was passed by Parliament, which included, among other holidays, Remembrance Day. An extract of that act reads as follows:

"Throughout Canada in each and every year, **the 11th day of November, being the day in the year 1918, on which the Great War was triumphantly concluded by an armistice**, is a holiday and shall be kept and observed as such under the name of Remembrance Day."

### *What does the "D" in D-Day stand for?*

The "D" does not stand for "Deliverance", "Doom", "Debarkation" or similar words. In fact, it does not stand for anything. The "D" is derived from the word "Day". "D-Day" means the day on which a military operation begins. The term "D-Day" has been used for many different operations, but it is now generally only used to refer to the Allied landings in Normandy on June 6th, 1944.

### *Why was the expression "D-Day" used?*

When a military operation is being planned, it's actual date and time is not always known exactly. The term "D-Day" was therefore used to mean the date on which operations would begin, whenever that was to be. The day before D-Day was known as "D-1", while the day after D-Day was "D+1", and so on. This meant that if the projected date of an operation changed, all the dates in the plan did not also need to be changed. This actually happened in the case of the Normandy Landings. D-Day in Normandy was originally intended to be on June 5th, 1944 but at the last minute bad weather delayed it until the following day. The armed forces also used the expression "H-Hour" for the time during the day at which operations were to begin.



## *Moments in Life*

There are moments in life when you miss someone so much, that you just want to pick them from your dreams, and hug them for real!

When the door of happiness closes, another opens; but often times we look so long at the closed door, that we don't see the one that has been opened for us.

Don't go for looks; they can deceive. Don't go for wealth; even that fades away. Go for someone who makes you smile, because it takes only a smile to make a dark day seem bright. Find the one that makes your heart smile.

Dream what you want to dream; go where you want to go; be what you want to be, because you have only one life, and one chance, to do all the things you want to do.

May you have enough happiness to make you sweet, enough trials to make you strong, enough sorrow to keep you human and enough hope to make you happy.

The happiest of people don't necessarily have the best of everything; they just make the most of everything that comes along their way.

The brightest future will always be based on a forgotten past; you can't go forward in life until you let go of your past failures and heartaches.

Love begins with a smile, grows with a kiss, and ends with a tear.

Life is not measured, by the number of breaths we take, but rather, by the moments that take our breath away!

When you were born, you were crying, and everyone around you was smiling. Live your life so at the end, you're the one who is smiling, and everyone around you is crying.

Always put yourself in others' shoes. If you feel that it hurts you, it probably hurts the other person, too.



### ***Smile Virus***

Smiling is infectious, you catch it like the flu.  
When someone smiled at me today, I started smiling, too.

I passed around the corner and someone saw my grin  
when he smiled, I realized I'd passed it on to him!

I thought about that smile and then realized its worth,  
a single smile, just like mine, could travel round the earth.

So, if you feel a smile begin, don't leave it undetected,  
let's start an epidemic quick, and get the world infected!

### ***The finest gift ...***

The finest gift you can give anyone is encouragement.

Yet, almost no one gets the encouragement they need to grow to their  
full potential.

If everyone received the encouragement they need to grow, the genius  
in most everyone would blossom and the world would produce abun-  
dance beyond our wildest dreams.

### ***That's Not My Job***

This is a story told about four people named, Somebody, Everybody,  
Anybody and Nobody. There was one important job to be done.

Everybody was sure that Somebody would do it, but Nobody did it.

Somebody got angry about it because it was Everybody's job. Every-  
body thought Anybody could do it. Nobody realized that Everybody  
wouldn't do it.

It ended up that Everybody blamed Somebody when Nobody did  
what Anybody could have done.