

Life Goddess helps liven up Transcona



**Suzanne
Hunter**
COMMUNITY
CORRESPONDENT

TRANSCONA

Life Goddess, the latest addition to the wonderful murals in the heart of Transcona, is a vibrant and stunningly beautiful work of art.

Located on the side of the Sevala's Ukrainian Deli and Catering building at 126 Victoria Ave. W., the mural is 15 metres wide by four metres high. It was painted using aerosol spray paint by artist Michael Johnston, who said it "celebrates strength, confidence, empowerment and beauty."

Transcona BIZ has a mural program to "bring the best of urban art to our community," according to its website. "We've engaged some of the finest urban street artists to bring our murals up to international standards."

Indeed they have.

Just take a walk around downtown Transcona and you'll find many wonderful artworks from a variety of talented artists.

The BIZ approached Sevala's owners asking if they would like to have a mural painted on the side of their building. Del Demchuk said he was happy to oblige, if the painting could have a Ukrainian theme.

Johnston collaborated with the Demchuk family to get a feel of what they were about.

Amy Teres, whose parents currently own Sevala's, told me she and her sister, Sam Demchuk, are working towards taking over the business one day.

It was founded by their grandmother, Sylvia Beck, who was a dreamer and a strong, independent woman who worked through barriers to get the business up and running.

Sam and Amy were inspired by her and



Photo by Suzanne Hunter

Life Goddess, by Michael Johnston, is the latest mural to beautify Transcona. It is located on the side of Sevala's Ukrainian Deli and Catering on Victoria Avenue West.

are proud to be the third generation to carry on her legacy.

With this information, Johnston proposed the idea of portraying a modern young woman of Ukrainian heritage who exudes confidence and strength. They were excited about this concept.

The BIZ board of directors approved the design. BIZ members want their sponsored murals to benefit the community rather than advertise any particular business. Through funds generated by its membership fees, the BIZ pays the artist and space is donated by the business owner. In this instance, Sevala's also provided a donation.

The mural depicts a bejeweled young Ukrainian woman wearing a traditional head wreath, called a vinok, made of flowers, grains and grasses. Multi-coloured ribbons attached to the back of the wreath blow in the wind. Sunflowers, the national flower of Ukraine, and poppies, which grow in abundance there, complement the beauty of the wreath.

Del told me he couldn't be happier with the final painting, saying they've been getting "super good" comments about it. People from all areas of the city have been stopping by to see it and take photos.

Johnston, who is also an established tattoo artist, has created many other murals in the city. Next time you walk past a mural

check the signature of the artist. Wall art is a significant contribution to our city's vibrancy and it's important to recognize the talented artisans we have right here in Winnipeg.

Suzanne Hunter is a community correspondent for Transcona.

Pets thrive with Perfectly Raw food

For many animal lovers, their pets are an important part of the family — and these furry friends deserve to eat food that is both delicious and nutritious.

Baldwin Feeds, a third-generation family business, offers a raw pet food called Perfectly Raw that is manufactured at their facility in Starbuck Manitoba.

"Our family and core staff team have been processing and feeding raw food products to tens of thousands of animals since the 1960s. Our two oldest children, Kurt and Kelsey, are in Alberta co-ordinating our Western Canadian sales, while our youngest daughter-in-law Jessica is working in our office here in Starbuck," said Kerry Baldwin, who runs the business along with his wife Renée.

"Long before there was a commercial raw pet food industry, we understood the health and nutritional benefits of raw food diets. We perfected our recipes and fed them to our own animals. Our success soon caught the attention of local sled dog mushers and their success spread to other racers in the Yukon and Western Canada."

The momentum continued to grow, and some of the largest and most successful sled dog racing kennels in Western Canada still use Perfectly Raw today. "From those humble beginnings, our reputation has grown by word of mouth to local pet owners and others across the country. We realized we needed to go retail," Baldwin said.

"Now, we supply millions of pounds of Baldwin Feeds/Perfectly Raw products each year to mushers, breeders, kennels and pet store owners in Canada and the U.S."

They now have close to 100 dealers selling their products, and business continues to boom with a growing demand for their top-quality raw pet food.

"Over the last 50 years, the Baldwin name has become synonymous with natural, safe, high-quality pet foods. All Perfectly Raw products are prepared using fresh raw meat that is rapidly processed and frozen — literally 24 hours from 'feather to freezer,'" Baldwin

— SPONSORED CONTENT —

explained.

"All of our poultry and pork ingredients are sourced from government-inspected, local Manitoba human food processing plants. These plants are all located within two hours of our own facility right here in Starbuck, and the ingredients come from the same birds and animals that you and I are eating every day."

The company's facility meets the highest standards of sanitation procedures and is inspected annually by the Canadian Food Inspection Agency, in coordination with the U.S. Department of Agriculture. Along with the Baldwins' top-notch customer service, it's proven to be a recipe for success.

"Here at Perfectly Raw, we firmly believe in not only selling an excellent, nutritious and safe product at an affordable price but also in providing the best follow-up customer service in the industry," Baldwin said.

"To that end we brought on board nationally renowned, local holistic veterinarian Dr. Lea Stogdale as a consultant. Not only does Dr. Stogdale advise us on formulas, she is also of great help when a customer has a question about our food and their pets."

With decades of experience behind them and a bright future ahead, the Baldwin family takes pride in their product and in the service they provide.

"We are proud to have many loyal, satisfied customers, and we look forward to serving you and your pets," Baldwin said.

"We are also proud to donate food directly to animal shelters and rescues to help restore the health and well-being of pets in their care, while also contributing cash and prize packages to rescues and other charities."

For more information and to find a retailer near you, visit www.perfectlyraw.ca.

Perfectly Raw is a trademark of Baldwin Feeds.



Adults

Free, confidential help with reading and writing

Skills taught: reading/ comprehension, writing, document use and oral communication skills (levels 0 - 8).

Small group classes: evenings or mornings.

**Call: TRANSCONA LITERACY CENTRE
204-224-9099**

or e-mail tlitc@shaw.ca

We need several volunteers to fill two board positions starting in late November. Please contact us if you are interested, and we can discuss the opportunities.

ALICE ROOFING LTD.

**Complete
Roofing Service**

- SNOW REMOVAL
- EAVES • SOFFIT
- FASCIA

204-254-4477
paul@aliceroofing.ca