

Powerade Centre - Brampton's Sport & Culture Hub - To Be Renamed As CAA Centre

Coca Cola Held The Naming Rights To 5000-Seat Arena Since 2005

BRAMPTON: Brampton's landmark 5,000-seat arena - the Powerade Centre - is to be renamed as CAA Centre.

Realstar Group, one of Canada's leading real estate investment and management enterprises, has announced a new 10-year sponsorship agreement with CAA South Central Ontario (CAA SCO) that includes transferring the naming rights of the arena. It is expected that the rebranding transition from Powerade Centre to CAA Centre will be completed by late Spring 2018.

Built in 1998, the multi-purpose arena has become the city's sports and culture hub, hosting hundreds of events each year including major sporting events, headlining concerts and trade shows, and is the home of ECHL's Brampton Beast Hockey Club.

"On behalf of the City and my colleagues on the Council, we welcome CAA's investment in Brampton.

"We look forward to many years of working together to bring Bramptonians exciting sporting and cultural experiences," said Brampton Mayor Linda Jeffrey. "This arena has been a visible landmark to the Brampton community and surrounding area. It has hosted and supported local sports teams and significant cultural events that showcase the wonderful diversity of our vibrant city."



CAA recently made a significant investment to relocate and renovate its Brampton retail store, located at 215 Delta Park Blvd, and the new CAA Centre, builds on that established community presence.

The CAA Centre is part of a strategy to provide the 56 million CAA and AAA members across North America with increased access to cultural experiences and benefits beyond roadside assistance. As part of the deal, CAA members will gain access to special offers, events and unique experiences at the Centre.

"We are thrilled that CAA's name will appear on this iconic building for the next 10 years," said Rhonda English, chief marketing officer, CAA SCO. "We



are dedicated to bringing our members value and have made it a priority to invest in their communities."

"Sports and entertainment venues are the epicentre of a com-

munity, so it was important for us to find a partner understanding of the fabric of such a diverse and lively city as Brampton," said Jonas Prince, Chairman, Realstar Group. "With CAA we have

found a dedicated and collaborative partner interested in building a synergistic relationship with our many stakeholders."

Coca Cola held the naming rights to the arena since 2005. In advance of the official transition date, the centre will begin to update signage, websites and other facility assets to help residents, local sports clubs, transportation agencies and event promoters adjust to a new name.

About the Centre

Located at the intersections of Kennedy Road, the 407 and the 410 Highway the Centre is one of the busiest, most versatile all-season sports and entertainment complexes in the GTA.

It features 4 NHL size rinks, including a spectator bowl with a seating capacity of 5,000 and a full service 250-seat restaurant that overlooks the three community rinks. The Centre is home to the East Coast Hockey League's Brampton Beast.

When the facility is not being used for hockey, it features concerts, trade shows, film shoots, graduation ceremonies as well as many other major sporting events. Outside the arenas, the complex has 5 baseball diamonds, 3 cricket pitches, a rugby field, a ball hockey court and a paintball field. The Centre also offers picnics, parking lot rentals and kabaddi tournaments. Over 1.2 million people visit the centre each year.

Yonge Street Section To Get A Major Design Makeover

TORONTO: Toronto politicians are set to decide on measures that would redesign part of a major thoroughfare to better serve pedestrians and cyclists, a vote that comes as the city grapples with a spike in pedestrian deaths.

City staff have recommended councillors approve a proposal to widen sidewalks on a 2.7-kilometre section of Yonge Street in a northern part of the city.

A staff report said the road has inconsistent sidewalk widths, lacks pedestrian crossings or medians, and doesn't have dedicated "cycling facilities."

It also recommended adding bike lanes to the road, but Mayor John Tory said he supports an alternative measure that would see the bike lanes added to a parallel street - something the Public Works and Infrastructure Committee has also supported.

The staff report had further recommended reducing lanes of traffic on the stretch of road from six

to four, though the public works committee and Tory support an option that leaves all six lanes intact.

The staff report suggested the changes be implemented as part of a complete overhaul of that stretch of road, which hasn't been upgraded since 1975.

City council, which is meeting Monday through Wednesday, was set to vote on the proposed measures as Toronto police statistics show 11 pedestrians died this year by March 19, compared to seven at the same time the previous year.

Cherise Burda, director of Ryerson University's City Building Institute, said adopting the proposed measures is the right move for the city.

"If you narrow a road and you put a number of different users on the road, you're going to improve the safety because you're making a street more of a shared opportunity and more of a complete street," she said. "People

are looking, people are slowing down, there's more going on on the street."

Burda added that the measures would be a "once-in-a-generation opportunity" to change what happens at street-level on that stretch of road.

On Monday evening, a group of activists that supports the proposed changes to Yonge Street is expected to hold a "die-in" outside City Hall to protest traffic deaths in the city.

Kasia Briegmann-Samson, a spokeswoman for Friends and Families for Safe Streets, which is organizing the protest, said she's disappointed the city hasn't taken more action.

"Look how hard we have to fight to get one safe, complete street being built ... The city should be falling over itself implementing complete and safe streets across the city," she said. "The fact that it's even being debated is appalling."

Transport Canada To Target Vehicles Without Lights



OTTAWA: If there's a car with no lights driving in your neighbourhood, who are you going to call? The police is the correct answer, but Canadians asked Transport Canada for some help too.

The department works to keep all Canadians safe on our roads - a priority for the Government of Canada - which is why Marc Garneau, Minister of Transport, has announced a new vehicle lighting safety standard.

The safety standard requires all new cars sold in Canada as of 2021 to be more visible in low-

light conditions, and will require manufacturers to build vehicles that do one of the following:

- Have daytime running lights and tail lights come on when the vehicle instrument panel is illuminated and the vehicle is in operation;
- Automatically turn on the headlights, tail lights, and side marker lights in low-light conditions; or
- Keep the driver's instrument panel dark so the driver knows to turn on all the lights.

At the same time, the new vehicle lighting safety standard will allow new, advanced lighting technologies that boost driver visibility without blinding oncoming traffic.

Vehicles that drive in the dark with no lights on, also known as 'phantom vehicles', pose a safety risk as they are difficult to see in low-light conditions. Drivers believe an illuminated instrument panel means the headlights and tail lights are already on, which may not be the case.

While the new lighting safety standard will apply to vehicles sold from September 1, 2021 onwards, current vehicles are still at risk of becoming phantom vehicles if all the lights are not turned on in low light.

It is illegal to drive in all Canadian jurisdictions without headlights illuminated during low visibility conditions.

To raise awareness about phantom vehicles and vehicle lighting, Transport Canada has teamed up with CAA to renew its 'SEE and be SEEN' campaign, which raises awareness about vehicle lights with Canadian motorists.

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