



©2020 Piranha Marketing, Inc

## It's Halloween Time: Werewolves and Jack-o'-lanterns!



The carved pumpkin, lit by a candle inside, is one of Halloween's most prominent symbols, and is commonly called a Jack-o'-lantern. These lanterns were originally carved from a turnip or rutabaga, although they used skulls in the Celtic ceremonies.

The carving of pumpkins is associated with Halloween in North America, where pumpkins were readily available and much larger, making them easier to carve than turnips. The carved pumpkin was originally associated with harvest time in general in America and did not become specifically associated with Halloween until the mid-to-late 19th century.



Anthropologists date the lore of werewolves to various points in history, with some citing as the first written account the Biblical story of Nebuchadnezzar of Babylon. He was condemned by an angel to live like a wild animal for seven years. His hair grew long, and his fingernails grew to resemble claws. In one ancient Greek legend, Zeus turned King Lycaon into a wolf, thus spawning the term "lycanthrope" for "werewolf." According to legend, humans turn into werewolves after being cursed, bitten by another werewolf or by consuming the raw flesh of a rabid wolf. Brad Steiger, author of *The Werewolf Book*, theorizes that people are attracted to the notion of werewolves because it plays out desires for power and revenge. "The werewolf tradition sought to release the beast within and accomplish the transformation of human into wolf."



## “This Person Does Not Exist”

This is a VERY interesting website. The ability of AI to generate fake visuals is not yet mainstream knowledge, but a new website.

The site is the creation of Philip Wang, a software engineer at Uber, and uses research released last year chip designer Nvidia to create an endless stream of fake portraits. The algorithm behind it is trained on a huge dataset of real images, then uses a type of neural network known as a generative adversarial network (or GAN) to fabricate new examples. Each time you refresh the site, the network will generate a new facial image from scratch

[ThisPersonDoesNotExist.com](http://ThisPersonDoesNotExist.com)



The  
Big  
Move  
cancer ride

**The Niagara Clean & Healthy Team** placed 3rd last month, raising a grand total of **\$31,200.00!!** They would like to thank everyone who made a donation.

A big **CONGRATULATIONS** to the team members, including:

Len Hume

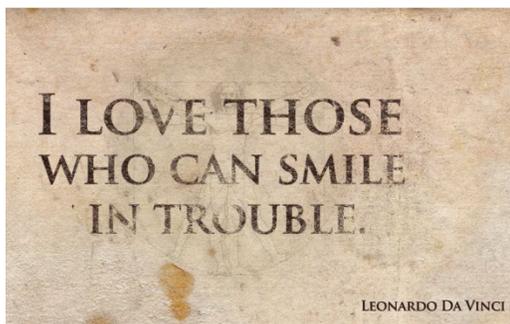
Annette Marchionda

Gina Marchionda - 3rd top fundraiser!

Gino Marchionda

Kathleen O'Connell

Cathy Belir



## Quote for October

**"When it comes to life the critical thing is whether you take things for granted or take them with gratitude."**

**- Gilbert K. Chesterton**



---

# Health Corner

---

## Exercise during Coronavirus: Tips for Staying Active



You may be finding it tougher to exercise with Coronavirus restrictions. But you can still find ways to make movement a part of your daily routine. The following are ideas to do so...

### “Sneak” movement into your routine

Even though you may be at home, you can still find ways to incorporate movement into your day. Try to think of physical activity as a lifestyle choice, rather than as a designated event. This may help sustain you in times like these when your schedule has been upended.

#### Use your chores

- Household tasks like scrubbing, sweeping, dusting, and vacuuming can add up when done at a brisk pace. They also work the muscles in your arms and legs.

#### Exercise during commercial breaks

- Many of us are watching more TV. Make the commercials and credits count by adding some squats, jumping jacks, push-ups, or lunges.

#### Take advantage of pauses during the day

- Take advantage of times when you're waiting for something to finish or start. You can fire off some arm exercises or practice some yoga poses while the dinner is in the oven or during those 15 minutes before a Zoom meeting.

#### Move around the house more

- Walk around while you're making calls. Take an extra lap or two around the house if you have to put something away. If you have stairs, go up and down them a few times throughout the day.



## **"Fall" For This Great Offer And You'll Be Thanking Me When The Holidays Arrive!**

*Hello Friends & Clients!* I think it is officially Fall around here. And for Carpet Cleaners that is the Season that "Falls" between busy and busier. This is kind of the lull between the frenzy of Summer cleanings and the crazy Holiday cleanings. So, to pick things up a bit I want to give you an offer you can't refuse.

How About Cleaning Those Carpets Before Your Life Gets **REALLY** Busy with Holiday "To Do" Lists & Guests?

October is really a great month to get a jump start on those carpets. Remember, carpets don't have to *look* dirty to need a cleaning. Just everyday life with carpet: the foot traffic, the pets, the kids, the indoor pollutants and the dust mites are enough to need to clean every 6-12 months. And keep in mind, once the carpet *looks* dirty there could be permanent wear and tear.

With that said, the only other reasons people usually want to wait this time of year are: #1: *"I want to wait and clean right before my guests arrive."* Or, #2: *"I want to wait and clean right after the holidays – to clean up the messes people make."*

But here are some even better reasons NOT to wait: Reason #1 to clean in October: *"Call now and have your pick of the schedule. If you wait until right before guests arrive you may not get an appointment because everyone else had that same idea!"* And, Reason #2 to clean in October: *"Clean now and I'll clean up the spots and spills after the parties for free!"*

**Need Another Reason to Start Crossing Off Your "To Do List" Early This Year?**

Reason #3 to clean in October: A **HUGE** cash discount! If you call me at 905-646-6655 and clean in the month of October I'll give you \$75.00 cash off your cleaning. PLUS, I'll clean up spots & spills for FREE through January 2021! Now that is an offer to "fall" for!

## Check This One Off Your Holiday To-Do List!

Call PCS Niagara before October 31, 2020 and get **\$75.00 OFF when you book your carpet, upholstery or tile & grout cleaning**

**PLUS – you get spots and spills cleaned up for FREE through January 2021!**

905 646-6655

\*Not Valid With Other Offers. Regional Minimums apply

---

## The Interesting History of Halloween...



Did you know Halloween began as the festival of Samhain? It was part of the ancient Celtic religion in Britain and other parts of Europe.

At the end of summer, the Celts thought the barrier between our world and the world of ghosts and spirits got really thin.

This meant weird creatures with strange powers could wander about on Earth.

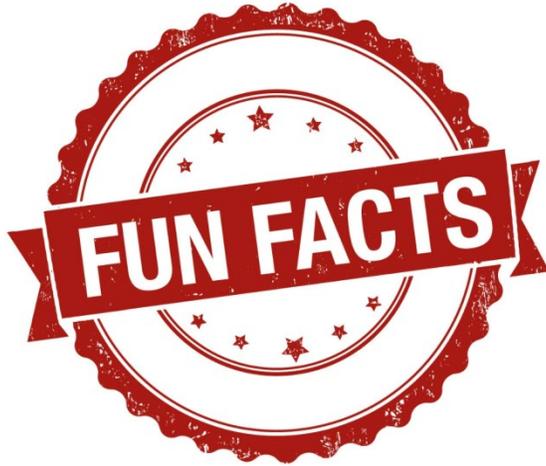
The Celts had a big party. It was all about scaring away the ghosts and spirits.

Later, with the Christian religion, the day became known as **All Hallows' Eve**, the day before All Saints' Day on 1 November. It's in America that Halloween really took off. Halloween came to the United States when European immigrants "brought their varied Halloween customs with them." In the second half of the nineteenth century, America was flooded with new immigrants, including the Irish fleeing from the potato famine in Ireland in 1846.

By combining Irish and English traditions, Americans began the "trick-or-treat" tradition. In the later 1800's the holiday became more centered on community.

In the 1920s and 1930s, Halloween became "a secular, but community-centered holiday." In the 1950s, leaders changed Halloween as a holiday aimed at the young to limit vandalism. This all led to what Halloween actually is like today.

During the 20th century, it became more and more popular, with traditions like pumpkin carving and trick or treating becoming part of TV shows, books, and movies.



## Fun October

### Trivia

*How many of these October trivia questions can you get right?*

**1. What famous fashion item made its debut on the 24th of October 1939?**

- a. Nylons
- b. Bras
- c. Jeans
- d. Trench coats

**2. Which famous Queen was beheaded on the 16th of October 1793?**

- a. Anne
- b. Mary
- c. Marie Antoinette
- d. Catherine

**3. What traditional holiday do Canadians celebrate in October?**

- a. Thanksgiving
- b. Flag Day
- c. Labor Day
- d. Independence Day

Answers: 1-a, 2-c, 3-a

---

### Thank You!

Thanks to YOU the word is spreading! Thanks to all of my wonderful clients who graciously refer me to their friends, family, and neighbours! My business runs on the positive comments and referrals from people just like you. I couldn't do this without you! A special thanks to all these fine folks who referred me last month...

**Mara Snider, Lynn and Ron Chapman  
and Carol Radford**

### Thanks for

#### All the Kind Words!

"From the time they gave me a quote to the end of the job, the gentlemen that I dealt with were professional and courteous. I was well informed of my options and there was no pressure to choose one over another. My sofa and loveseat are cream again! I had my doubts I'd see them in that condition again but PCS did an amazing job.

- Susan English

## Flatweave Rugs (woven by hand):



Hand woven rugs with no pile are referred to as “flatweave” rugs. Kilims, dhurries, Navajos, and tapestries fall into this broad category. Some are reversible, and some are not. Some have fringe, and some do not. They are woven by hand from natural fibers (primarily wool, cotton, and silk).

- Wool has a natural short term repellency to liquids. Quick clean up often takes care of most spills. If spills reach the interior cotton foundation (which is highly absorbent), additional cleaning measures will be needed.
- Quality wool is a durable and strong flatweave fiber that can take years of use and still look great. It hides soil well.
- Tribal flatweaves woven on nomadic looms may have uneven edges and buckling that are structural characteristics of the weave.

Hand woven flatweave rugs can last for decades if properly cared for. Fiber protector can help protect the rug from spills, and a proper pad will act as a shock absorber to reduce wear.

### SPILL TIPS:

Colorful and tribal flatweaves are likely not colorfast. Quick clean up is critical to prevent dye bleed. Applying fiber protector to rugs can help boost repellency so spills will be less likely to cause permanent staining, and protector helps repel soil so vacuuming is more successful.

Use corn starch or other absorbent powder (NEVER baking soda) to cover the spill to help absorb it up, then vacuum away the powder when fully dry. With many drink spills, or pet accidents, professional cleaning will be needed.

**30%  
OFF**

*When you add protection  
to your Area Rugs*

\$50 Gift Card



## Who Wants to win a PCS Gift Card?

Take my Trivia Challenge And you could win too!

This is one of my favourite parts of the newsletter! We are giving away 2 gift cards! Everyone who responds will be entered into the draw. Take your best guess, and then email us your answer, name and address (so we know who to send them to)

[triviachallenge@pcsniagara.com](mailto:triviachallenge@pcsniagara.com)

Remember, your chances of winning are better than you think!

## This month's Mega Trivia Question:

**Jack-o'-lanterns were originally carved into what?**

- A) Watermelons
- B) Turnips
- C) Pumpkins
- D) Squash

**Hint: You'll find the answer in the newsletter.**

*September's Answer: D) Music*

**Winners: Pam Barnes and Jackie Thomson**

