



©2020 Piranha Marketing, Inc

## "Countdown to Christmas on the Hallmark Channel"



If you're a fan of Christmas movies, you already know that from the last weekend in October until January 1, Hallmark Channel runs a seasonal block called *Countdown to Christmas*, featuring a mix of holiday movies, specials and holiday-themed original programming. The block is branded as *Countdown to New Years* from December 26 until January 1 and culminates with the channel's broadcast of the Tournament of Roses Parade.

Countdown to Christmas started in 2009, while the channel's first holiday original movie was aired in 2000. Actresses frequently featured in the channel's Christmas films (dubbed the "Queens of Christmas") include Rachel Boston, Candace Cameron Bure, Lacey Chabert, and others. Hallmark's "Christmas TV ratings system" has designations like "F for Family" and "J for Joy".

Since 2012, the network has also held a Christmas in July event with encore airings of previous movies: it is used as a platform to launch Hallmark Cards' upcoming holiday ornament lines. In 2013, the event was expanded with *Home & Family* giving holiday tips. In 2014, the channel added a theatrical movie premiere. By 2015, the event included one new movie.

During the 2019 holiday season, the Hallmark Channel premiered 40 original Christmas holiday films, up from a total of 37 holiday movies in 2018. Hallmark is premiering 40 Christmas holiday-themed movies this year.

On October 25, 2018, Corus Entertainment announced that W Network would become the exclusive Canadian broadcaster of Hallmark Channel original series and films beginning that year.

***What's YOUR favorite Hallmark Christmas movie?***



## "Difference Between"

Want to learn the difference between things like coronavirus and SARS or the flu? Or a violin and fiddle? If you're curious about "the difference" between things, you'll love this site

This educational and fun website not only facilitates your understanding of a topic, but it also enables you to differentiate two similar subjects. The site provides you with instant information on various topics organized into a range of categories from 'Business' to 'Technology'. Readers can gather adequate information very quickly and effortlessly. The site is eager to share its wealth of knowledge with you, so keep browsing and share your thoughts with when you want.

[www.DifferenceBetween.net](http://www.DifferenceBetween.net)



The time for friends and family is drawing near and celebrations of these days should be filled with good cheer!

At the holiday season, our thoughts turn gratefully to those who have made our progress possible. It is in this spirit that we say...

**Thank you all** and best wishes for safe and healthy holidays and a very happy New Year.

We are happy to have spent some of our time with you and we hope that we have made your homes happier and healthier. May your holidays be filled with joy!

**- Len, Annette and the PCS Family**



## Quote for December...

***"What if Christmas, he thought, doesn't come from a store. What if Christmas...perhaps... means a little bit more!"***

**— Dr. Seuss**



# Health Corner

## 5 Holiday Wellness Tips



**1. Maintain Weight** - while it is admirable to desire weight loss, you do not have to make it a priority this holiday season. Most health experts encourage individual to maintain weight over the holidays, enjoying being with close friends and family.

**2. Keep Active** - the chaos of the holidays can make things tough. You can find good ways to keep active. Heading to the mall later for last minute shopping? Take the steps when possible. Wanting to see the Christmas lights in the neighbourhood? Walk instead of drive. Use any opportunity available to stay active this holiday season.

**3. Pack A Snack** - whether trimming tinsel or scratching off your Christmas list, pack a high-protein and/or fibre snack to lessen the risk of a food court run in a bout of hunger. Convenient and nutritious snack options include almonds, beef jerky, protein bars, string cheese, yogurt, & a small jug of chocolate milk.

**4. Indulge Without Overindulging** - though it is okay to indulge over the holiday season, overdoing it can down spiral all efforts towards health goals and then some. Indulge with intention, and especially if a holiday party is supplied with tempting foods at every corner.

**5. Moderate Drinking** - along with controlling portion sizes of food, moderate alcohol intake too. Not only can drinking too much precipitate a less-than-pleasant morning, but also pack on numerous calories from the alcohol itself while feeding into heightened cravings.



## **Great News!**

**It's NOT too late...You can still book your carpet cleaning before the Holidays! But if you don't call now, you may have to wait until AFTER the Holidays...**

Hello friends and clients. Remember last month I sent you a letter warning you about my crazy schedule in November and December? Many of you took me up on the offer and booked your cleaning in plenty of time to have clean, sparkling, fluffy carpets for the holiday weekend. Even now my phone is ringing off the hook with clients scheduling before their family arrives in December. But I know there are still some of you out there who will want a spot in the schedule so desperately and will not be able to nab it because you didn't call me in time.

***You think I'm Lying, Don't You?***

**Every year I get that one desperate phone call.** It usually comes about mid-December when I'm already booked until the 24th. (Yes, there are some of you who like to clean on the 24th!) And it is usually one of my clients that I like very much that calls me in this 11th hour. And no matter how much this well-liked client of mine may beg and plead I cannot create an extra few hours in the day. So, they must be relegated to the dreaded and uncertain "cancellation list".

***So please, please don't let that be you.***

Not this year. Not ever. Just think about how long it took you to find a great Carpet Cleaner, one you can trust to actually know their chemistry and fiber identification. One who treats your home and belongings with respect. One who is certified and guarantees their work with a bold 100% money-back guarantee. Think about how long it took for you to find me. When I get those desperate phone calls do you know what I tell my clients?

***You Can Never Schedule Too Early But You Can Schedule Too Late***

I want to be able to clean for you this year before your guests and festivities commence. I want to be able to remove all those spots that have been bugging you. I want a chance to fluff up and brighten those matted down hallways and stairs for you.

***So please don't wait one more day!***

# If You Want to Clean Before The Holidays - Call Now...

Call and schedule before **December 31, 2020** and **SAVE**

\$75.00 Off Your Carpet Cleaning (150 sq.ft FREE!)

OR

20% Off When You Clean and Protect  
(includes carpet, upholstery or tile and grout cleaning)

**Offers Expires December 31, 2020**

Please Pick Up the Phone and Call

[905 646-6655](tel:9056466655)

**\*Not Valid With Other Offers. Regional Minimums apply**

---

## The History of Hanukkah



Hanukkah, or the Festival of Lights, commemorates the rededication of the Jewish temple in Jerusalem in 165 B.C.E. The Greek-Syrian ruler Antiochus IV had forbidden Jews to practice their religion and forced them to worship Greek gods instead.

The Greeks seized a Jewish temple and dedicated it to the worship of Zeus. This incited a rebellion led by Judah the Maccabee. Even though the Maccabees were vastly outnumbered, they were victorious.

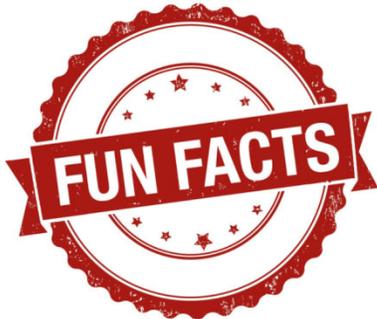
When the Jews reclaimed their temple on Mount Moriah, they relit the menorah, or candelabrum, which ritual dictated should burn throughout every night. But there was only enough oil on hand to last one night and preparing new oil would take eight days. Miraculously, the light burned for eight days. Today, Jews light a candle each day for eight days to celebrate the event. According to Rabbi Mark Diamond, Hanukkah is considered a relatively minor holiday in the Jewish tradition. However, its proximity to the Christmas gift-giving season has increased its visibility and importance to many Jews. This year, Hanukkah begins at sundown on December 10th.

# Christmas Music for Everyone



Christmas carols are beautiful, but sometimes we want to celebrate Christmas with songs that are sentimental or just fun. The rollicking “*Jingle Bells*,” written as a Thanksgiving song, was created by James Pierpont in 1857. He had no idea that it would become popular. The sentimental favorite, “*White Christmas*,” was written by Irving Berlin in 1940. Introduced in 1942, it was a song of peace in a time of war. Bing Crosby’s rendition is still famous. In 1934, Eddie Cantor almost declined to record “*Santa Claus is Coming to Town*” because he thought it was too much of a kiddie song. “*Rudolph the Red-Nosed Reindeer*” was written by Johnny Marks for a Christmas book given as a promotional item to Montgomery Ward Christmas shoppers in 1939. Gene Autry sang it.

More recently, a modern style of Christmas music has produced new classics, including: “*Jingle Bell Rock*” composed and sung by Bobby Helms. “*Grandma Got Run Over by a Reindeer*” was composed and sung by Randy Brooks in 1977. “*Santa Baby*,” with words and music by Joan Javits, is a hit as sung by Eartha Kitt. Others who have recorded the song are Patti Labelle, Vanessa Williams, and Gregory Hines. “*Rocking around the Christmas Tree*” was composed by Johnny Marks. Sung by Brenda Lee and others, it continues to be a holiday treat.



## Fun Days in December

**December 1** – Eat a Red Apple Day

**December 3** – Let’s Hug Day – Virtually!

**December 4** – Santa’s List Day

**December 10** – First Day of Hanukkah

**December 13** – Ice Cream Day

**December 15** – International Tea Day

**December 18** – Last Day of Hanukkah

**December 19** – Ugly Sweater Day

**December 20** – Go Caroling Day

**December 25** – Christmas Day

**December 30** – Bacon Day

**December 31** – New Year’s Eve

### 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...

**Karen Kukalis, Michael Yerich  
and Critelli's Fine Furniture**

### Thanks for

#### All the Kind Words!

Always the best.

We have been customers for quite a few years and we will recommend you to many others for the great work that you do! Thank you again.

- Gordon and Noreen Brown

---

## Karastan Wool Rugs:



#### SPILL TIPS:

Most spills will blot and clean up if immediate action is taken as wool suspends most liquids for a short time naturally. If spills move into the interior cotton/jute fibers, there is a risk of mildew and bacteria (pet) growth which can lead to strong odors and eventually dry rot.

Karastan machine woven wool rugs are made with very good quality wool and dyes, and is the top end of the machine woven rug world. With proper care they can last many decades and still be like new. They require the same care as hand knotted wool rugs.

- Wool has a natural short term repellency to liquids. Quick clean up often takes care of most spills. If spills reach the interior cotton and jute foundation (which is highly absorbent), additional cleaning measures will be needed.
- Wool has an excellent ability to hide soil and dust. It is the fiber that never looks very dirty, even when it is. This is why washing wool often makes rugs explode back to life with color and shine.
- Wool will not hold a flame, it is naturally flame resistant and will self-extinguish if fireplace sparks or a candle falls on it.

**20%  
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:**

*The Hallmark Channel's "Queens of Christmas" movie includes all of these ladies except which one?*

- A) Rachel Boston
- B) Jennifer Lawrence
- C) Lacey Chabert
- D) Candace Cameron Bure

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

*November's Answer: D) Humming*

*Winners: Lynn Coles and Rob Wismer*

