



©2021 Piranha Marketing, Inc

## Valentine's Day Around the Globe

Valentine's Day has regional traditions in the UK. In **Norfolk**, a character called 'Jack' Valentine knocks on the rear door of houses heaving sweets and presents for children. Although leaving treats, many children were afraid of this mystical person.

In **Wales** many people celebrate *St. Dwynwens' Day* on January instead of or as well as St Valentine's Day. The day commemorates St. Dwynwen, the patron saint of Welsh lovers.

In **Spain** and **France**, Valentine's Day is known as "*San Valentin*" and is celebrated the same way as in the UK, although in Catalonia it is largely superseded by similar festivities of rose and/or book giving on Saint George's Day.

In **Sweden** it is called "*All Hearts' Day*" and was launched in the 1960s by the flower industry's commercial interests, and due to influence of American culture. It is not an official holiday, but its celebration is recognized and sales of flowers for this holiday are only bested by those for Mother's Day.

According to **Jewish** tradition the 15th day of the month of Av - Tu B'Av (usually late August) is the festival of love. In ancient times girls would wear white dresses and dance in the vineyards, where the boys would be waiting for them. In modern Israeli culture this is a popular day to pronounce love, propose marriage and give gifts like cards or flowers.

In **Brazil**, the *Dia Dos Namorados* ("Day of the enamored") is celebrated on June 12, when couples exchange gifts, chocolates, cards and flower bouquets. It is the day before the Saint Anthony's day, known there as the marriage saint, when many single women perform popular rituals in order to find a good husband or a boyfriend.

In **Colombia**, the *Dia del amor y la amistad* ("Love and Friendship Day") is celebrated on the third Friday and Saturday in September. In this country the "Secret friend" tradition is quite popular, which consists of randomly assigning to each participant a recipient who is to be given an anonymous gift (similar to the Christmas tradition of Secret Santa).



### "Get Fit & Get Smarter"

Here are two amazing websites to help you improve in 2021:

#### 1. Get Fit

Self.com offers a slew of resources for people who are interested in taking better care of themselves. It is a broad fitness website that offers a variety of types of information related to fitness, food, health and other topics. Unlike other websites, it also touches more emotional needs, discussing things like love and beauty.

#### 2. Get Smarter

Nerd Fitness is awesome! It's specifically designed for people who want to get into shape but aren't used to being physically active. As such, it is geared toward beginners and being as unthreatening and user-friendly as possible. [Nerdfitness.com](http://Nerdfitness.com)

We are doing everything we can to help you be safe and be well!

We can provide most estimates remotely.

Curbside pick up and delivery of area rugs.

Clean for health, not just appearance.

**Call today and see how we can help you [905 646-6655](tel:9056466655)**



## Health Corner



### Tips for a Healthy Valentine's Day

#### **Meal modifications are key**

When ordering, feel free to make special requests. For example, ask if they can put the sauce on the side – or to substitute veggies for the french fries. Find out if your meal can be made without butter, oil or salt...anything that could help cut down on calories. And remember that in terms of calories, grilled is usually better than fried and baked is better than braised.

#### **Start out healthy**

Consider ordering a light salad or soup to kick things off. This will help to fill you up before you dive into the big meal. You also might want to split an entrée with your significant other. Red bell peppers, radicchio, cherries, strawberries, red beans, red onions and tomatoes, for example, are all packed with vitamins, cancer-fighting antioxidants or cholesterol-busting fiber and protein. In addition, a daily glass of red wine is believed to help reduce the risk of blood clots and keep the cardiovascular system in shape. So, forgo that cocktail, which can be loaded with sugar, and have a glass of red wine instead (and ask if they serve a light version).

#### **Do not completely deprive yourself**

Valentine's Day is a time for laughter, fun and food. Having a small slice of cake or a couple truffles likely will not lead to weight gain. Moderation is key. And if you do pop the lid off that box of chocolates this Valentine's Day, don't feel guilty. Research indicates chocolate is



## Spring Cleaning Isn't Just Inside Your Home...

take advantage of this offer on things  
that get you out of the house too!



**Patio Upholstery Needs Attention?** Just like inside the house, accidents happen. And on top of that, there are all the spots that come from being out in the elements

**Could You Car Use a Sprucing Up?** We love how in Spring and Summer everything is so alive and vibrant. Sometimes you just have to get away and enjoy what nature has to offer. If it is in the driveway, have us take a look when we come to do your home.

**Perhaps Your RV needs some TLC?** We think your home away from home deserves the same love and care that PCS brings to your house! A little freshening up for your RV while we clean the house couldn't be simpler.

**Is Your Boat Ready to Launch?** Nothing beats some time out on the water. But there is so much to do before you can get down to the water, why not let PCS get your boat carpets and upholstery ready for the gorgeous Summer.



Call and schedule before February 28, 2021 and **SAVE**

**36%** Off your carpet cleaning when you protect **ALL** areas being cleaned

**ALSO**

**36%** Off rugs when you apply protection

**AND**

**36%** Off upholstery and tile & grout when you protect what we clean

**Offers Expires February 28, 2021**

Pick Up the Phone and Call

**905 646-6655**

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



## Over-Dyed Wool Rugs

There is a popular trend in rugs of chemically stripping the dyes of woven wool rugs, and then over-dyeing them with strong colors rarely similar to the original dyes. The chemical dye stripping process damages and wears down the wool, so often the rug looks more threadbare, with cotton foundation fibers exposed. The over-dye is formulated to adhere to wool, and not to cotton. This means with time and use the dyed color will leave the cotton and the rug will develop white areas which may require re-dyeing after several years of use.

- These are considered short life decorative rugs. High use areas with spills may transfer the over-dye to your floors.
- Rinsing out spill areas will likely cause loss of color, as will even the gentlest washing process.
- Over-dye on full pile wool rugs (ones not chemically faded first) will last much longer than thread-bare over-dyed rugs.

Over-dyeing rugs brings a modern look to a traditional rug and can be a creative addition to your home.

### SPILL TIPS:

If your over-dyed wool rug has full pile, there will be more repellency to spills, and a better chance at successful clean up with blotting and very limited rinsing (as the dye may release with the clean up process).

If your over-dyed rug is threadbare, all spills will immediately reach the cotton foundation and it is extremely difficult to remove stains from cotton foundation fibers. Fiber protector can help add some repellency to spills and soil. You can use corn starch or other absorbent powder (NEVER baking sod 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, and stains in the cotton foundation may be permanent.



*When you add protection  
to your Area Rugs*



## The Famous *Cardiff Giant* Hoax

The Cardiff Giant was one of the most famous hoaxes in history. It was a 10-foot tall "petrified man" uncovered on October 16, 1869 by workers digging a well behind the barn of William Newell in Cardiff, NY in the United States. The giant was the creation of a tobacconist named George Hull.

Hull, an atheist, decided to create the giant after an argument at a Methodist revival meeting about the passage in Genesis 6:4 stating that there were giants who once lived on Earth.

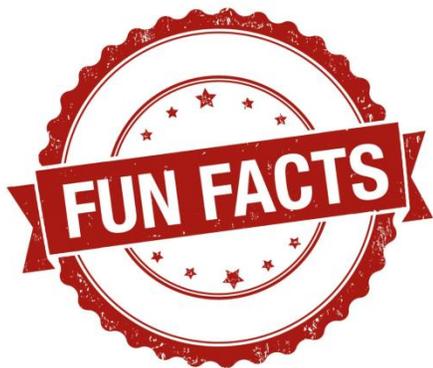
Hull hired men to carve out a 10-foot-long block of gypsum in Fort Dodge, Iowa, telling them it was intended for a monument to Abraham Lincoln in New York. He shipped the block to Chicago, where he hired a stonecutter to carve it into the likeness of a man and swore him to secrecy.

Various stains and acids were used to make the giant appear to be old and weathered, and the giant's surface was beaten with steel knitting needles embedded in a board to simulate pores. In November 1868, Hull transported the giant by rail to the farm of William Newell, his cousin. Nearly a year later, Newell hired Gideon Emmons and Henry Nichols, ostensibly to dig a well, and on October 16, 1869 they found the giant.

Newell set up a tent over the giant and charged 25 cents for people who wanted to see it. Two days later he increased the price to 50 cents. People came by the wagon load.

Archaeological scholars pronounced the giant a fake, and some geologists even noticed that there was no good reason to try to dig a well in the exact spot the giant had been found.

Eventually, Hull sold his part-interest for \$23,000 to a syndicate of five men headed by David Hannum. They moved it to Syracuse, NY for exhibition. The giant drew such crowds that showman P. T. Barnum offered \$50,000 for the giant. Hull confessed the hoax to the press, and on February 2, 1870 the giant was revealed as a fake in court.



### Betcha Didn't Know....

**Fact: The first oranges weren't orange.**

The original oranges from Southeast Asia were a tangerine-pomelo hybrid, and they were actually green. In fact, oranges in warmer regions like Vietnam and Thailand still stay green through maturity.

**Fact: McDonald's once made bubblegum-flavored broccoli.**

This interesting fact will have your taste buds crawling. Unsurprisingly, the attempt to get kids to eat healthier didn't go over well with the child testers, who were "confused by the taste."

**Fact: Scotland has 421 words for "snow."**

Yes! 421! Some examples: *sneesl* (to start raining or snowing); *feefle* (to swirl); *flinkdrinkin* (a light snow).

**Fact: The longest English word is 189,819 letters long.**

We won't spell it out here, but the full name for the protein nicknamed Titin would take three and a half hours to say out loud!

## 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 recently...

**Heather Knapp, Alan and Pat Wilbur, Jennifer Stephenson, Briana Weija, Gillian Szabo, Lisa Birmingham, Peter Dilalla and Therese Gauthier**

## Thanks for All

## the Kind Words!

Hotel Carpets look fabulous!

I have had the pleasure of doing business with Len for over 15 years and his staff and quality of service is second to none. Thanks Guys!

**- Donna M.**

*\$50 Gift Card*



**PCS**  
OF NIAGARA  
Professional Cleaning Specialists



Who Wants to win a PCS  
Gift Card?

## Take my Trivia Challenge And you could win!

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 to:

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

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

## Trivia Question:

McDonald's once sold broccoli in what flavor?

- A) *French fries*
- B) *Cheeseburger*
- C) *Chocolate*
- D) *Bubblegum*

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

*January Answer:*

*D) Beer*

**Winners: Elaine Amirault and Mary Garratt**

