

In this issue:

Curious Canadianisms, why your beach book might be a podcast, how to summer-proof your tech and more.

asterisk

Insights and smart practices from your content team

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DEKES, KLICKS AND DOUBLE-DOUBLES 150 YEARS OF CANADIANISMS

Canadians have come up with some curious turns of phrase over the years. To celebrate Canada's 150th anniversary, our 2017 *asterisk** summer edition looks at Canadian vocabulary from the iconic to the obscure.

AN 'EH' FOR EVERY OCCASION

Thanks to SCTV's McKenzie brothers, Canadians are renowned for tacking "eh" onto the ends of their sentences. What many people don't appreciate is just how versatile "eh" seems to be, as a recent [CBC article](#) reported. It can be a confirmation-seeking interjection ("Know what I mean, eh?"), a declaration ("I saw John yesterday, eh.") and even an exclamation ("Take off, eh!"). Interesting, eh?

GOING TO TIMMIES

Canadians' coffee rituals come with codewords all their own: "making a Timmies run" (going to Tim Hortons, which is easy enough, considering you can find a Tim's every few "klicks"), ordering a "double-double" (what our southern cousins call a "Regular") or debating the relative merits of Timmies and McDick's, more commonly known as McDonald's.

THE GOOD OLD HOCKEY GAME

Not surprisingly, hockey is the source of a fair bit of Canadian slang. To "deke" someone out, for example, is to outmaneuver them -- physically or otherwise. (It's short for "decoy", we learned.) Deaking sometimes involves "dangling", expertly stickhandling the puck around an opponent. There's also the "hat trick" -- scoring three goals in one game -- and the "Gordie Howe hat trick", named for the hockey great: scoring a goal, making an assist and getting into a fight all in a single game.

IMPORTED VOCAB

Given Canada's proud multicultural heritage, a lot of telltale Canadian words actually hail from other places. "Chesterfield", a common Canadianism for a couch or sofa, originated in Britain. While we always thought our moms coined the term "kerfuffle" -- an altercation or commotion -- apparently etymologists trace that one to the Celts.

What's your favourite Canadianism? Tweet it to [@ascibeinc](https://twitter.com/ascibeinc), #faveCanadianism.

punc'd*

WHAT'S IN THE MIX?

What's more refreshing than a cocktail on a lantern-lit patio deep in the summer night? While compiling our list of favourite summer drinks, we realized we were as intrigued by the names as the ingredients -- so here's a short guide to both:



Cocktail	What's in it	Why it's called that
Fuzzy navel	1 oz. vodka 1 oz. peach-flavoured brandy 4 oz. orange juice	"Fuzzy" is for the peach and "navel" for the orange juice. Also called a "hairy navel", which we think is just gross.
Monkey gland	2 oz. gin 1 oz. orange juice ¼ oz. grenadine 1 dash Pernod	Named after a bizarre 1920s surgical technique that involved grafting monkey testicle tissue onto human testicles -- who knows why.
Mint julep	2 ½ oz. bourbon 1 tsp. sugar 1 tsp. water 4 sprigs of mint	What the heck is a julep? Either a 14th-century syrupy drink for giving medicine or a pickup on the Persian word <i>gulab</i> , meaning "rose water" or "sweet drink".
Piña colada	2 oz. light rum 2 oz. coconut cream 4 oz. pineapple juice	<i>Piña colada</i> is Spanish for "stained pineapple". 'nuff said.
Mai tai	2 oz. light rum 1 oz. triple sec 1 tbs. orgeat syrup ½ oz. grenadine 1 oz. lime juice	Believed to come from the Tahitian <i>maita'i</i> , meaning "good".

content matters*

ADVANCING THE POSSIBILITIES OF E-MENTAL HEALTH

The Mental Health Commission of Canada (MHCC) is a strong promoter of the potential for technology to make mental health services more accessible to Canadians. We were proud to support the MHCC in this important work through the first part of 2017, covering the Commission's

e-mental health roundtables in Ottawa and Vancouver and producing summary reports to carry forward the insights gathered from expert participants and presenters.



shout-out*

CONGRATULATIONS TO OUR FCAC WRITING TRAINING GRADS

Congratulations to the writers at the Financial Consumer Agency of Canada (FCAC) who completed our writing coaching program in June. Through rich discussions and practical work, participants strengthened their skills in producing clear, reader-friendly writing that fits the Agency's brand, style standards and plain language approach. It was a pleasure working with each and every one of you!

pop*

TOP SUMMER READS (AND LISTENS)



Canadians are putting a digital twist on the tried-and-true tradition of the 'beach book' these days with e-readers, audiobooks and podcasts. We polled our team for their thoughts on good summer reads and listens:

Steve: Going on a reeeaaaally long trip? Each episode of *Dan Carlin's Hardcore History* podcast runs four or five hours -- and provides fascinating insights into the Persian Empire, the Mongols, World War I and a wide range of other topics.

Dale: The summer season offers precious time for reading with the kids when they're young. We always enjoyed the *Magic Tree House* series and its unpredictable adventures with Jack and Annie. Great for evenings in the cottage or inside a tent.

Andrew: Audiobooks are great for drives. *The Secret History of Twin Peaks* is full of hidden clues to the new series and read by a large cast instead of just one narrator.

Michael: Summer is a great opportunity to take in some of those literary classics everyone should read at least once: *Fahrenheit 451*, *Robinson Crusoe* and *The Grapes of Wrath*.

Narelle: I love to read autobiographies, especially funny ones by writers like Russell Brand and Dawn French. Eddie Izzard has a new one out this year -- *Believe Me: A Memoir of Love, Death, and Jazz Chickens* -- that, by the title alone, will be surely worth a read.

Kitty: I'm particularly drawn to epic adventures in far-off places. Philip Pullman's *His Dark Materials* series, Robert Louis Stevenson's classic *Treasure Island* or -- for hardcore fantasy fans -- J.R.R. Tolkien's *The Silmarillion* are all great choices.

practice point*

SUMMER-PROOFING YOUR TECH

"iPhone needs to cool down before you can use it."

If you've ever seen a warning message like that, you know what a pain it can be when your hardware overheats in the summer months. Here are a few things you can do to keep it cool and operational:

- Like kids and pets, smartphones don't react well to being left in a parked car on a sweltering day. Take your phone with you when you get out of your vehicle or pop it in the glove box.
- You don't wear a parka during the summer, so why should your phone? Show off its beach bod by peeling off that big, clunky case. (Just don't drop it!)
- Science still hasn't created a sunscreen for phones, so it's best to avoid prolonged exposure to direct sunlight.
- Heavy workouts in extreme heat aren't ideal. Avoid overtaxing the processor by not playing games and by turning off Bluetooth, background app refresh and location services.



If sun's not your issue but surf is, keep in mind that while the latest smartphones are water-resistant, they're not fully waterproof. That said, there are many waterproof cases to choose from, some of which provide protection to depths up to 10 metres -- perfect for snorkelling snapshots.

moments in storytelling*

This is where we look back at some of the big milestones in storytelling history. If you're interested in learning more about our take on stories, check out our [Story Book](#).

Whether it's summer camp, family road trips or seaside resorts, summertime has always featured prominently at the movies:

2017

Bodybuilders and bikini babes hit the beach in the wholly unnecessary movie adaptation of TV's *Baywatch*.

1975

Steven Spielberg creates the first "summer blockbuster" with *Jaws* -- and causes an entire generation to think twice before going into the water.

1953

In *Les vacances de Monsieur Hulot*, France's Jacques Tati pokes fun at the new "holiday-taking" class of people that emerged post-war -- and those incapable of relaxing even when they're on vacation.



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