

# THE VICTORIA CHINESE MESSENGER 维多利亚华人信息

## January 2015 (1st Ed.)

# Gong Xi Fa Cai Gong Hey Fat Choy 恭禧發財

Happy New Year to all of our readers and subscribers. Civilizations all over the world have been celebrating the start of each New Year for at least four millennia. Many civilizations mark the New Year according to an astronomical or agricultural event. For example, in Egypt the year began with the annual flooding of the Nile, which coincided with the rising of the star Sirius. The first day of the Chinese New Year, meanwhile, occurred with the second new moon after the winter solstice.

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#### Victoria, British Columbia

New Year's, as celebrated across North American, follows the Julian calendar, which closely resembles the Gregorian calendar that preceded it.

The early Roman Gregorian calendar consisted of 10 months and 304 days. Later, King Numa Pompilius, in eight century B.C., is credited with adding the months of Januarius and Februarius. Over time, the calendar fell out of sync with the sun. To reconcile this, Emperor Julius Caesar added 90 extra days to the year 46 B.C when he introduced his Julian calendar, used by most countries around the world today.

During Caesar's New Year's reform, he declared January 1<sup>st</sup> as the beginning of the New Year to honour the month's name, Janus, Roman god of new beginnings.

Today, New Years celebrations in Canada and the United States begin on the evening of December 31, 'New Year's Eve,' the last day of the Julian calendar, and continue until January 1 (New Year's Day). Family and friends often enjoy meals and snacks thought to bestow good luck for the coming year. In Spain and several other Spanish-speaking countries, people eat a grape with each bell strike at midnight of December 31, which, according to tradition, leads to a year of prosperity.

In many parts of the world, traditional New Year's dishes feature legumes, which are thought to resemble coins and herald future financial success; examples include lentils in Italy and black-eyed peas in the southern United States. Pork is a popular meal on the dinner tables in Cuba, Austria, Hungary, Portugal, and others, because pigs represent progress and prosperity. Ring-shaped cakes and pastries, a sign that the year has come full circle, round out the feast in the Netherlands, Mexico, Greece and elsewhere. In Sweden and Norway, rice pudding with an almond hidden inside is served on New Year's Eve; whoever finds the nut can expect 12 months of good fortune.

One of the most iconic New Year's traditions is the dropping of a giant ball in New York City's Times Square at the stroke of midnight. Millions of people around the world watch the event, which has taken place almost every year since 1907. Various towns and cities across America have developed their own versions of the Times Square ritual, organizing public drops of items ranging from pickles (Dillsburg, Pennsylvania) to possums (Tallapoosa, Georgia) at midnight on New Year's Eve.

Information for this article taken from www.history.com/topics/holidays/new-years

# New Year's Resolutions...Be SMART with Your Goals.

With historical and cross-cultural New Year's traditions emphasizing prosperity and happiness with the welcoming of the New Year, it is no surprise that New Year's Resolutions have become the modern tradition in many countries, such as United States and Canada.

The New Year, as celebrated in North America, is often marked by one part dissatisfaction by our perceived failures of the previous year and two parts optimism for our renewed energy to do better in the New Year.

Yet, the notorious New Year's 'resolutions' are now grudgingly accepted as something that we will likely give up on by February or March, at best. So why do we continue to do this to ourselves? Why do we fall back into the same patterns as previous years? It begs the question, why make New Year's resolutions in the first place?



Picture from time.com

Steve Errey, writer for Lifehack.org argues that there are four reasons why New Year's Resolutions do not work:

1. They're all about what you *think* you *should* do not what you *want* to do.

2. Resolutions, like goals, have a tendency to make you look forward at what's next, rather than at what you already have right now.

3. There's no motivation or commitment because most resolutions lack a foundation of meaning and relevance to the individual.

4. The timing is all wrong. Why wait for one particular day to make a decision when you have 364 other decision-making days available?

Errey's article makes an important point regarding the majority of New Years resolutions: they are not smart goals. We can be smarter in creating our goals, by using the S.M.A.R.T. goal methodology and by setting less goals, focusing only one the one(s) that are our highest priority.



Picture from justagirlandherblog.com

**Specific:** A specific goal has a much greater chance of being accomplished than a general goal. To set a specific goal you must answer the six "W" questions:

- \*Who: Who is involved?
- \*What: What do I want to accomplish?
- \*Where: Identify a location.
- \*When: Establish a time frame.

\*Which: Identify requirements and constraints. \*Why: Specific reasons, purpose or benefits of accomplishing the goal.

EXAMPLE: A general goal would be, "Get in better shape." But a specific goal would be, "Join the health club closest to my work and workout 3 mornings a week: Monday, Wednesday and Friday."

**Measurable -** Establish concrete criteria for measuring progress toward the attainment of each goal you set.

When you measure your progress, you stay on track, reach your target dates, and experience the exhilaration of achievement that encourages you to reach your goal.

To determine if your goal is measurable, ask questions such as.....

How much? How many?

How will I know when it is accomplished?

Attainable – When you identify goals that are most important to you, you begin to figure out ways you can make them come true. You develop the attitudes, abilities, skills, and financial capacity to reach them. You begin seeing previously overlooked opportunities to bring yourself closer to the achievement of your goals.

You can attain almost any goal you set when you plan your steps wisely and establish a time frame that allows you to carry out those steps.

**Relevant**- To be relevant, a goal must represent an objective toward which you are both *willing*  and *able* to work. A goal can be both high priority and realistic; you are the only one who can decide just how high your goal should be.

A high goal is frequently easier to reach than a low one because a low goal exerts low motivational force. Some of the hardest jobs you ever accomplished actually seem easy simply because they were a labor of love.

**Timely** – A goal should be grounded within a time frame. With no time frame tied to it there's no sense of urgency. If you want to lose 10 lbs, when do you want to lose it by? "Someday" won't work. But if you anchor it within a timeframe, "by May 1st", then you've set your unconscious mind into motion to begin working on the goal.

Your goal is probably realistic if you truly *believe* that it can be accomplished. Additional ways to know if your goal is realistic is to determine if you have accomplished anything similar in the past or ask yourself what conditions would have to exist to accomplish this goal.

T can also stand for Tangible – A goal is tangible when you can experience it with one of the senses, that is, taste, touch, smell, sight or hearing.

When your goal is tangible you have a better chance of making it specific and measurable and thus attainable.

Information in this article is from lifehack.org/articles/lifestyle/new-years-resolutions-dontwork-heres-why.html; time.com/3645623/the-anatomy-of-anew-years-resolution/; and topachievement.com/smart



VICTORIA CHINESE COMMERCE ASSOCIATION Visit www.vcca.ca to join January 21, 2015 6:00PM



Next Meeting: Orbus Business Networks

January 15, 2015 12:00PM (noon) start

As Strathcona Hotel, 919 Douglas Street, Please contact us for more information and to RSVP.

> To join the meeting email: orb@orbusnetworks.com

### Victoria Chinatown Lioness Annual Chinese New Year Banquet

Saturday, February 14th at 6PM Golden City Restaurant (721 Fisgard Street) \$45.00 per person. Banquet tables of 10. Authentic 8 course Chinese meal Guest speaker: Daniela Cubelic with her talk "Tea Journey through China." Wear Chinese lucky red and join the Lioness in celebrating the Chinese New Year and Valentine's Day.

For more information, see page 12.

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# 2015 OPPORTUNITIES FOR COMMUNITY VOLUNTEER INVOLVEMENT

Please note that the listed organizations are not limited to persons of Chinese descent.

## Victoria Chinese Commerce Association

Check website <u>www.vcca.ca</u> for information on our next

#### Victoria Chinatown Lions Club

If you wish to serve the community, the Victoria Chinatown Lions Club meets every second and fourth Wednesday at Golden City Restaurant. Contact Art Quon at <u>art.quon@rbc.com</u> or Alan Yuen at <u>yuenfam@shaw.ca</u>

#### Victoria Chinatown Lioness Club

Meetings are second Monday of the month at Golden City Restaurant. You will need to contact their president for more info. This is a very active club which has won awards for its philanthropy.

## Victoria Chinatown Care Foundation

Mandate is to support and fundraise for the needs of the Victoria Chinatown Care Centre located in Chinatown. Volunteer for fundraising events. For information on the foundation go to www.chinatowncarefoundation.com

#### Victoria Chinese Messenger

You can also volunteer by submitting foodie tips, articles and photos of Victoria things, places and events for posting on our facebook or online publications.

# New Immigrant Investor Venture Capital Pilot Program

On December 16, 2014, Citizenship and Immigration Minister Chris Alexander announced that Canada start a pilot program in January 2015 to attract experienced business immigrants who can actively invest in the Canadian economy, stimulating innovation, economic growth and job creation.

The new *Immigrant Investor Venture Capital Pilot Program* is part of a series of transformational changes that build on the Government's commitment to build a fast and flexible economic immigration system.

In addition to making an investment of \$2 million for a period of 15 years and having a net worth of \$10 million, immigrant investors will be required to meet certain program eligibility criteria related to language and education, and have proven business or investment experience. This will ensure that immigrant investors will have a strong impact on the Canadian economy, and that those admitted for permanent residence will be well prepared to integrate into the Canadian business landscape and society.

This new pilot program will begin accepting applications in late January 2015 and will provide a pathway to permanent residence for approximately 50 immigrant investors and their families.

The creation of the *Immigrant Investor Venture Capital Pilot Program* fulfills the Government of Canada's commitment in Economic Action Plan 2014 to create a more focused and effective pilot program that will ensure that immigrants who come to Canada deliver meaningful benefits to our economy.

#### Quick facts

- Immigrant investor programs are currently in place in more than 30 countries worldwide.
- The Government of Canada ended the previous Immigrant Investor Program and the Entrepreneur Program as neither program was determined to have contributed to Canada's economic growth. Research indicated that immigrant investors under the previous programs were less likely than other immigrants to stay in Canada over the medium to long term.
- By requiring a non-guaranteed investment of \$2 million and including more selection criteria for skills and abilities, the *Immigrant Investor Venture Capital Pilot Program* will test a new approach to immigrant investor programming in Canada.
- Investments into the *Immigrant Investor Venture Capital* fund will be used to seed innovative Canadian start-ups with high growth potential.
- Immigrant investors who are selected will be required to obtain a due diligence report from a designated service provider in order to prove that their net worth of at least \$10 million has been obtained from lawful, profitmaking business activities.

Canada is attracting experienced immigrant investors who will contribute to our economic growth and long-term prosperity.

#### Benefits of the Program

- The Immigrant Investor Venture Capital (IIVC) pilot program is a new approach to immigrant investor programming in Canada, which is expected to have strong benefits for the Canadian economy.
- The program will target high-net worth business immigrants with skills and abilities that will help them integrate into the Canadian economy and society.

- Each investor will be required to make a \$2 million non-guaranteed investment for 15 years into the IIVC fund. These funds will be invested in innovative Canadian-based start-ups with high growth potential.
- The pilot program will provide approximately 50 investors and their families with a pathway to permanent residence.

#### Overview of eligibility factors

Selection criteria under the pilot program are designed to attract investors with skills and abilities that will help their integration into the Canadian economy and society. These include:

- proven language proficiency in one of Canada's official languages;
- education credentials: a Canadian postsecondary degree, diploma or certificate, or proof of a completed foreign education credential and an equivalency assessment from a designated organization; and
- a legally obtained net worth of at least \$10 million derived from lawful, profitmaking business activities, which will be verified by a designated due diligence service provider. Only applicants selected for processing will be required to obtain a due diligence report from a designated service provider.

Applications to the program will be accepted starting in late January 2015.

#### **Overview** of the application process

Citizenship and Immigration Canada will accept up to a maximum of 500 applications within a specified period.

Applications will be selected randomly for processing until approximately 50 approved applications are finalized. Applications that are not retained will be returned.

It is expected that selected applicants will receive a decision on their applications within approximately six months of submitting all required documentation. Successful applicants will become permanent residents.

This approach will help prevent a backlog of applications, provide fair access to the application process to a greater number of applicants, ensure that a variety of applications are received and ensure efficient processing.

Further details on the application process will be available at the launch of the pilot program in January 2015.

(This summary is prepared by Sarina Hoi, BA, MA, RCIC of Ocean Pacific Immigration Associates Ltd.with information from the CIC website. To contact Sarina Hoi email: <u>shoi@oceanpacificca.com</u> or through <u>www.oceanpacificca.com</u>.)





Original Joe's near the UVIC... has some good

pricing for Wine on Thursdays.

Hotel Grand Pacific

#### Founding Sponsors:



Our online version is regularly updated with a "Foodie" comments section. Here are some snippets for your "digestion":

Jam cafe... one block over from Chinatown is a must try for breakfast. The line ups into the afternoon shows that many people agree so be sure to get there early...and perhaps try their fried chicken bennie.

The Spanish wines at Bodega Tapas at the entrance to Trounce Alley can be a good place for wine and charcutarie and some delicious cheeses...

Joey's on Burrard St. (Bentall Vancouver) has some delicious key lime pie... amongst a great casual menu at more casual pricing for the budget conscious for downtown Vancouver...

Don't forget to try JJ Morgan's Sunday brunch, a good selection for a reasonable price with an at home atmosphere...(near CIBC Bank at University Heights Shopping Mall)...

A secret kept only for the locals... Oswego Bistro...in James Bay, worth the try...and on Wednesday may also have some Jazz playing... Founding sponsors are visionary sponsors who commit their support to us, to the Chinese/Asian community in Victoria and to the Oldtowne districts of the Chinatown, Oldtowne and Design areas in Victoria. They have committed as longer term sponsors to support the sustainability of the community service provided by Victoria Chinese Messenger. We thank them for their faith and support of our community services.

## About the Victoria Chinese Messenger:

We bring and report on happenings in the community. Our focus is on public and community service within the context of your social networks. Our goal is to bring the community closer and to pass on social happenings and community service events. Join us as we work with you to make our community a better place. Help us use social media to make for better communities, grow our community, help others, and bring people together for common purposes.

We rely on Sponsors, Advertisers and Supporters to provide our publications. To Sponsor,

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Happenings: Submit your events, news, or interesting facts. Our Public Service and Community Service column may publish information as a free service to non-profit groups. Again, any publication of information provided is in our sole discretion

#### Publisher:

Spectrum Community Messenger Group Inc.

#### Editors:

Daisy Dee Kirsten Marsh Goneet Gill

## Enter to win a dinner for two by subscribing to receive the Victoria Chinese Messenger!

#### Monthly draws!

(Prize: \$50.00 Restaurant Certificate) To subscribe register by email at:

<u>info@victoriachinesemessenger.com</u> \*Please include your name and email

**2014 Winners:** X. Liu, B. Ennis, W. Tao, L. Baade, S. Mirtle, A. Quan, K. Somerton, J. Dick., J. Liu, P. Chow, J. Liu, X. Liu, Q. Bahn, A. Culleton, J. Maio for certificates to Ming's Restaurant, Forum Restaurant, Jonathan's Restaurant, Shima Sushi Japanese Restaurant, Raymond's Restaurant, or Dynasty Restaurant.



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Next Meeting: Orbus Business Network

Strathcona Hotel, 919 Douglas St.

January 15, 2015

12PM (noon) start

Please contact Orbus for more information and to RSVP.

To join the meeting email: orb@orbusnetworks.com



## Victoria Chinese Messenger Advisory Board and Panel

#### VCM Community Affairs Advisory Board:

Ida Chong, CGA. Former MLA and Cabinet Minister Alan Lowe, Former Mayor of the City of Victoria, Architect Tony Joe, Past President of Victoria Real Estate Board, Realtor Wayne Lee, Chartered Accountant and CGA Charlayne Thornton-Joe, City of Victoria Councilor

#### **Cultural and Historical Advisory Panel:**

Tzu-i Chung, Ph.D., Curator RBCM David C. Lai, Ph. D., Professor Emeritus UVic. Hua Lin, Ph. D., Professor UVic.

Charlayne Thornton-Joe, Councilor City of Victoria



Please join us and invite your friends to be friends with "Victoria Chinese Messenger" We have over 1300 friends and would love you to join the VCM Facebook Community. Liking our page will help our growth as well.



Please join us and invite your friends to follow @VicChineseMsgr on Twitter. We bring and report on happenings in the community through our unique hashtag #VCM. We now have 50 followers and would love you to help us grow our new VCM Twitter Community.

# CIC Parent and Grandparent Program Re-opening January 2, 2015

On December 19, 2014 Canada's Citizenship and

Immigration Minister Chris Alexander announced that the parent and grandparent program (PGP) will re-open on January 2, 2015.

Alexander highlighted the success of the PGP, stating that Canada has welcomed more than 70,000 parents and grandparents since 2012. This number represents the highest level of parent and grandparent admissions in nearly two decades. Thanks to the government's Action Plan for Faster Family Reunification, the backlog has already been reduced by nearly 54 percent.

Starting January 2, 2015, CIC will accept applications until the 5,000 cap of complete applications has been reached. All applications received after the cap has been reached will be returned to the applicant.

Precise instructions on how to complete the application, including a checklist, application forms, guidelines and information on how to prepare a PGP application, are currently available on <u>CIC's website</u>. This means that applicants can begin to fill in the necessary forms and gather documentation before January 2, 2015.

Any PGP applications received before January 2, 2015, will not be accepted. Detailed information on how to apply, including <u>application forms and guidelines</u>, is currently available on Citizenship and Immigration Canada's (CIC) website, enabling applicants to begin filling in their forms and gathering documentation.

A maximum of 5,000 new, complete applications will be accepted in 2015.

With more than 1,000 Super Visas being issued monthly, this has become one of CIC's most popular initiatives.

Parents and grandparents who wish to visit their family in Canada can also apply for the Parent and Grandparent Super Visa. It remains a fast, convenient option for parents and grandparents wanting to spend an extended period of time in Canada with their families. To date, approximately 45,000 Super Visas have been issued with an approval rate of over 80 percent.

(This summary is prepared by Sarina Hoi, BA, MA, RCIC of Ocean Pacific Immigration Associates Ltd. with information from the CIC website. To contact Sarina Hoi email: <u>shoi@oceanpacificca.com</u> or through www.oceanpacificca.com.)

# Ocean Pacific Immigration Associates Ltd

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www.oceanpacificca.com

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- Assistance with Visa Application 协助各类签证
- Work Permit, Visitor & Student Visa 工作,旅游及学生签证

Consult us for honest advice from licensed qualified professionals

我们真诚的意见

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## Sarina Hoi 许凤珍, BA MA RCIC

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# Chinese New Year Banquet

The Victoria Chinatown Lioness Club members wish you a Happy New Year and all the best for 2015 and the Year of the Ram-- which officially begins this year on Feb 19<sup>th</sup>!

On Saturday, Feb 14th at 6pm, the Victoria Chinatown Lioness Club will be having their annual Chinese New Year banquet. The location will be Golden City Restaurant (721 Fisgard Street) and the cost is \$45.00 per person. The tables will be banquet tables of 10. Besides an authentic 8 course Chinese meal, this year our guest speaker will be Daniela Cubelic with her talk "Tea Journey through China." Wear Chinese lucky red and join us in celebrating the Chinese New Year and Valentine's Day.

China has the world's oldest tea history, which dates back over four thousand years. Revered by Emperors, prized by monks and artists, and enjoyed daily throughout the country by everyone, the lively tea culture in China is a fascinating and storied one, and continues to evolve today. The invention of porcelain and teapots, as well as the development of all methods of processing tea into green, white, oolong, pu-erh and black tea, are just some of the few undertakings relating to tea that took place first in China. Join Daniela Cubelic, Tea Master and owner of Silk Road Tea, for an enjoyable journey through China's tea history and culture. Also learn about some of its most acclaimed and highly prized teas - many of which are worth more than their weight in gold.

Daniela is a leading authority on tea and tea culture, and an accomplished Tea Master, who was trained by Chinese and Taiwanese herbalists and tea masters. Daniela has been featured locally, nationally and internationally in numerous magazines, publications, and on radio and television. Hailed as "Canada's Queen of Tea" (Globe & Mail), and "Canada's Tea Master" (Vancouver Sun), Daniela's love for tea and tea culture is steeped in her veins, and while she is trained in tea's most ancient traditions, she is equally likely to be found forging new frontiers in tea. She opened Silk Road Tea in Victoria's Historic Chinatown in 1992, renowned for its locally made, premium quality, fresh, organic teas. To book your seats to this year's fundraising banquet and speaker, please contact Charlayne at thorntonjoe@shaw.ca or 250-744-1985.

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Wear Chinese lucky red and join the Lioness in celebrating the Chinese New Year and Valentine's Day.

# Earthquake Don'ts

Knowing what not to do when the shaking starts can help keep you and your home better protected

By this time, you may have heard plenty about what to do in an earthquake. Well, these tips will tell you what *not to do* (courtesy of Emergency Management BC and ShakeOut BC). After all, when an earthquake hits, there are some unsafe and disruptive things you should avoid doing – and this information is just as important in keeping your family and your home as safe as possible.

#### During an earthquake

- Don't stand in a doorway. This oftencited strategy is a popular misconception. Instead, drop, cover and hold on. If there's no heavy desk or table to get under, get on all fours near an interior wall or in a hallway, and cover your head and neck.
- Don't stay near windows or outside doors.
- Don't try to run outside, especially if you are in an area of tall buildings. Falling debris could make that hazardous.
- Don't go near power lines or tall buildings if you're outdoors when the shaking starts.
- Don't keep driving. Pull over and wait it out. Then proceed with caution.

#### After the quake

- Don't assume it's all over once the initial shaking stops. There will almost certainly be aftershocks, so be prepared.
- Don't wait for a tsunami warning. If you're near water and the shaking was strong and prolonged, try to evacuate to high ground.
- Don't use elevators, in case they're damaged.
- Don't assume that your furniture and fixtures are stable. The shaking may have made them unsteady and prone to topple. Chimneys are particularly dangerous.
- Don't drink the water until authorities say it's safe to do so.
- Don't hang around if you hear shifting or unusual noises that signal that the structure you're in may be unstable, or if you smell gas or suspect a leak. Get out right away.

- Don't use matches, candles or any flame until you're sure there are no gas leaks.
- Don't wade in standing water, particularly indoors. It could be sewage, or it may be hiding live wires.
- Don't use generators, propane, natural gas or charcoal-burning devices inside your home, basement, garage or camper. These items produce carbon monoxide odourless, colourless and poisonous.
- Don't use the phone unless it is critical, as lines need to be kept open for emergencies.



Picture from campchef.com

# 地震中的小禁忌

# 了解在地震中不要做的事情,更好地保护我们和 我们的家人

关于在地震中应该要做的事情,您一定已经听到 耳朵出茧了吧!那么今天我们就来学习一下在地 震中千万不要做的事情吧!(由卑诗省紧急事件 管理中心及地震预防处理中心提供)。毕竟,当 地震发生的时候,有些危险性或破坏性的行为是 我们应该要尽力避免的。同时,以下的信息将更 加有效地帮助我们在地震发生时更好地保护自己 和我们的家人。

地震中:

- 不要站在门框口。
  这个经常被提及的观点其实是一个普遍的误解。相反,在地震发生时,如果我们身边没有结实牢固的桌子以便躲藏, 应该跟该偷富靠到最近的内墙或走廊, 并护住自己的头部和琢部。
- 不要靠近窗户或通向户外的门

- 不要尝试跑向户外,
  尤其当您身处高建筑群区域,
  以避免高空坠落物对您造成危害。
- 如果您在地震发生时,正身处户外,尽量远离电力线和高建筑物。
- 不要继续开车。应当靠边停车,等待地震结束,然后再小心前行。

## 地震后:

- 不要误认为在主震停止以后就是地震结束了。通常在主震以后总会有多次余震,所以请时刻保持警惕。
- 不要等待每肃预警。如果您当时靠近每 域或者震级较高且持续较长时间,请尽 量撤离到较高海拔区域。
- 不要乘坐电梯,以防电梯却牵或坠落。
- 不要假设您的家具和固定装置足够牢固
  ,地震或齿成它们不稳定或有坠落的危险。烟囱是极其危险的区域。
- 在未得到官方认可前,切勿饮用自来水。
- 如果你听到身处的环境中有任何移立或 奇怪的声音,这可能意味着您思遭的环境十分不安全。如果可能以气的味道或者怀疑有泄漏,请不要在思遭游荡,立 即撤离。
- 请不要使用火柴、蜡烛、或任何明火物
  品,直到您确定問遭无煤气泄漏可能。
- 请不要涉步或注足水中,尤其是您身处 室内的时候。因可能触及管道亏水或通 电电线。
- 不要在您的家中,地下室,车库或旅行 房车内使用发电器,清洁设备或其他汽 油,丙烷,天然气或燃碳等设备。这些 设备会产生一氧化碳,无色,无味,却 有剧毒。
- 除非是紧急情况,请不要使用电话。请 将信号和电话发路留给紧急情况。





# **VICTORIA CHINESE MESSENGER**

www.victoriachinesemessenger.com

# **ADVERTISING OPPORTUNITIES**

We bring and report on happenings in the community. Our focus is on public and community service within the context of your social networks. We are not a community newspaper, but we may report newsworthy happenings. We are not a tabloid, but we may report juicy tidbits. We are not a magazine, but we may bring you articles that are interesting.

Our goal is to bring the community closer and to pass on social happenings and community service events. This is a free service to our non-profit community service organizations. Join us as we work with you to make our community a better place.

Help us use social media to help make for better communities, grow our community, help others, and bring people together for common purposes. Our pledge is to be socially responsible and support local community projects in Victoria. We rely on sponsors and advertisers to allow us to continue our free community service publication.

The Victoria Chinese Messenger is distributed via hardcopy (at Chinatown events), online and is advertised with social media sites. We are now in our fourth year of publication and our experience as a new online publication continues to grow with over 1600 Facebook friends. Online the site is regularly updated with different content. Hardcopy distribution will vary as when there are more events taking place, there will be a larger distribution.

We are the only directed publication available for the Chinese and Asian community in Victoria with general interest distribution. However, with social media we are engaging a broader demographic; in particular, a younger Chinese/Asian demographic.

As a community service publication (online and hardcopy), the VCM requires support by agencies or businesses to support the establishment of the print and web publications. Please email <u>info@victoriachinesemessenger.com</u> to find out how you can advertise with VCM.