

#11 ISSUE

The Valley Voice

The Voices of the Columbia Valley



MOMENT IN HISTORY

The first known humans in the Columbia Valley were the Ktunaxa (Tun-NA-hah) people. Archeological evidence suggests they have been here for at least 4,000 years.

TOXIC CRIBS

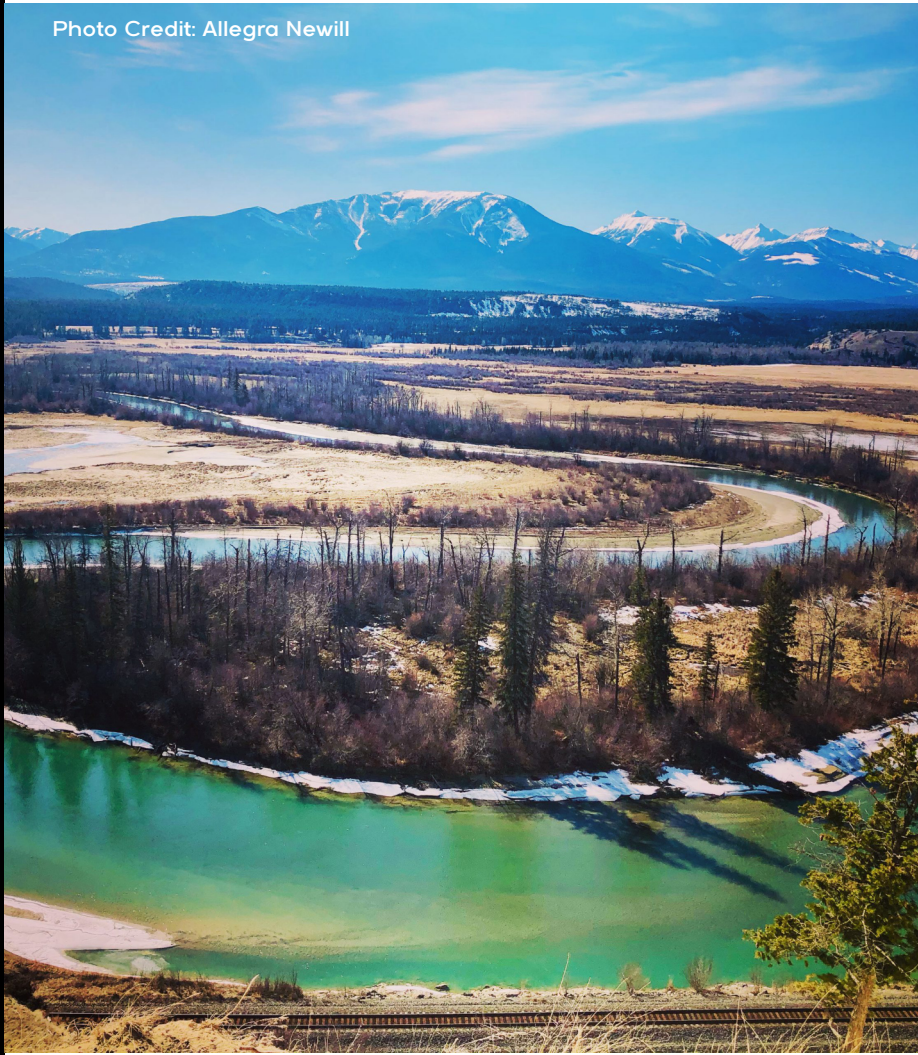
Most people do not because cribs are traditionally considered the safest and most effective option for babies.

WATER QUALITY ADVISORY ALERT ISSUED FOR THE CITY OF KIMBERLEY

Turbidity has been detected in the City of Kimberley's water supply which has caused the city officials to issue a water quality advisory.

COVER PHOTO TAKEN AND SUBMITTED BY JEN BEWSKI

Photo Credit: Allegra Newill



HOW ARE WE DOING?

The Volunteers of the Columbia Valley Voices Online Magazine are dedicated to providing content that is generated and supported by our valley residents.

We welcome and encourage all communication - we want to know how we're doing!

Send us a note on Facebook or Instagram @thevoicecv

OR

by email to news@thevoiceca.ca

LETTER FROM THE VOLUNTEERS

Hey photogs!! Want to see your photos ALL UP IN THIS MAG?!

Send them in! We want to show more of our valley not only to residents but newcomers and visitors to our community. Help us share all the amazing views, scenery, and wildlife the Columbia Valley has to offer. Not only will you be helping others see more of the valley, you'll be getting your name out AND you could also be featured on the front cover of one of our weekly issues!

Sending in content is a no brainer - visit our website <https://thevoicecv.ca> or shoot us an e-mail to news@thevoicecv.ca.

- The VVV

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Photo Credit: Syd Danis

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EFFECT, MAKE ROOM FOR OUTRIDERS**

WATER QUALITY ADVISORY ALERT ISSUED FOR THE CITY OF KIMBERLEY

Turbidity has been detected in the City of Kimberley's water supply which has caused the city officials to issue a water quality advisory. Recent testing by the city shows the water quality has dropped to "fair" due to the increase of cloudiness in the water. The cause of the turbidity can be attributed to the spring-runoff and warm weather. Water which has a high turbidity level provides higher health risks when consuming.

Those with weakened immune systems, children, and the elderly are recommended to boil their drinking water or find a safe alternative. Water should be boiled for one minute if it is intended for drinking, washing fruits and vegetables, or making ice. Once your water is boiled, it can be stored in a clean, covered container in a refrigerator.

It's a requirement for Water Quality Advisories to be posted at all sinks and drinking water fountains that are accessible to the public.

Low Turbidity

High Turbidity



Clear

Murky

Photo Credit: Village of Chase, BC



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VALLEY PROMOTIONS



MOMENT IN HISTORY

SUBMITTED BY

[@LOVE.COLUMBIAVALLEY](https://www.instagram.com/love.columbiavalley)

In the beginning of the Columbia Valley, 20,000 years ago, the majority of the Rocky Mountain Trench was under approximately 6,000 ft of ice.

Glaciers came together and formed what we enjoy today as the rivers and lakes of the Columbia Valley.

The first known humans in the Columbia Valley were the Ktunaxa (Tun-NA-hah) people. Archeological evidence suggests they have been here for at least 4,000 years. Their legends say they have been on these lands forever. The Ktunaxa were a nomadic people, moving throughout their traditional territory depending on the available supply of food. In 1807, David Thompson was sent by the Northwest Company to map the region and develop trade with the aboriginals. Thompson established a fur trading post called Kootenae House which overlooked the Columbia River and used as a base while he launched explorations and traded with the Ktunaxa.

Then by the mid-1850s, precious metals were discovered along the Thompson and Fraser rivers. This caused a mining boom and a surge of gold miners moving into the Columbia Valley. As time went on, mining flourished in the community. Hundreds of mines produced precious metals such as gold, silver, lead, copper, zinc, cadmium and barite. In 2021, our coal mines supply much of the country's coal consumption.

The mining boom began to end at the beginning of the 20th century which caused miners to leave the area. This is where the Columbia Valley began to experience a massive shift. European settlers began to arrive, being attracted by the Columbia Valley Fruit Lands Ltd. They were promised a prosperous future in agriculture. Unfortunately, the semi-arid climate and poor soil showed much disappointment.

Stay tuned to this space for more of the rich history of the Columbia Valley - Next is Copper City!

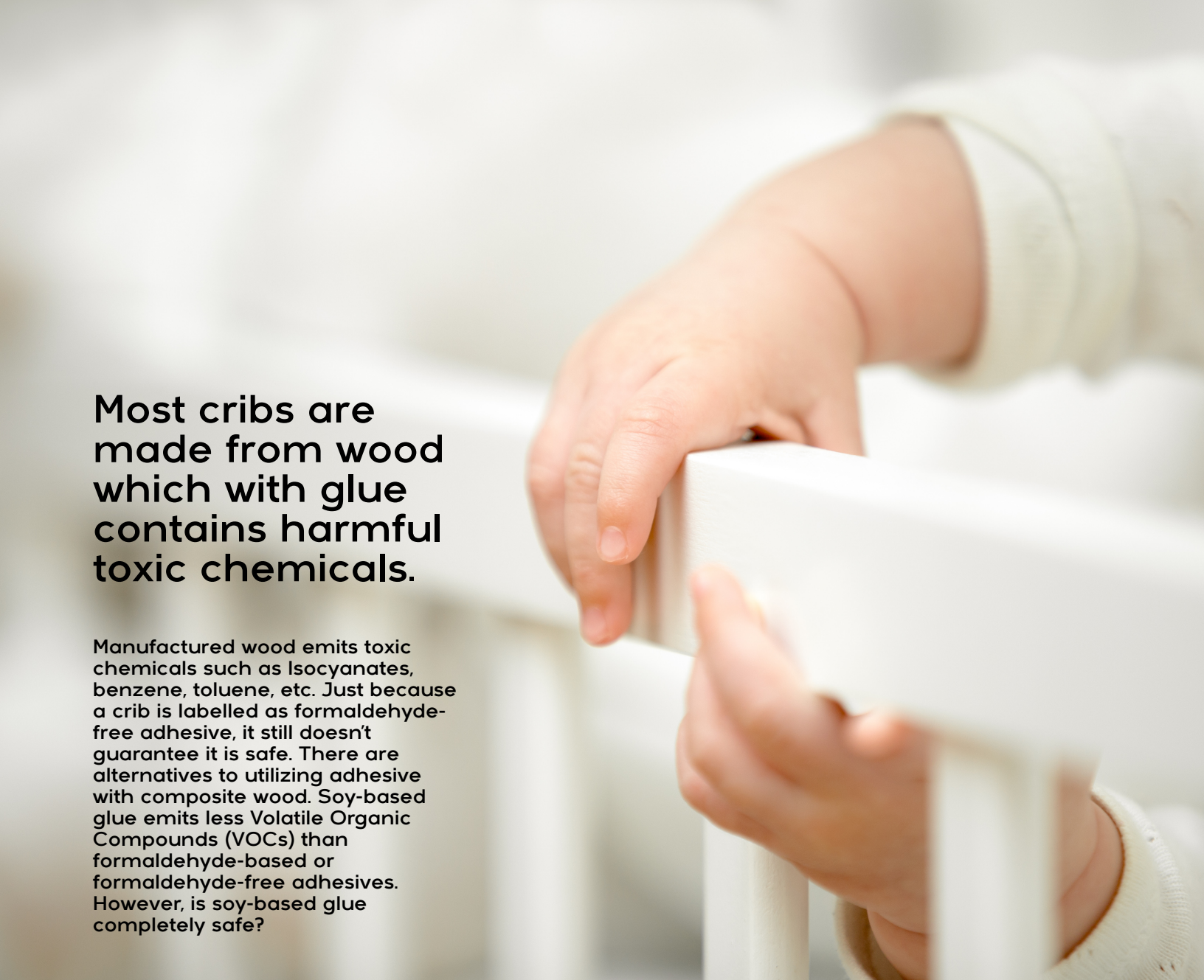
EVER THOUGHT YOUR BABY'S CRIB COULD BE TOXIC?

When you think of all the harmful things that could cause damage or complications to your baby, do you ever think of their crib? Most people do not because cribs are traditionally considered the safest and most effective option for babies. However, researching toxicity of cribs will show you just how toxic your baby's crib can be.

When researching you may notice differences between "non-toxic" cribs, just because a crib is labelled as non-toxic does not mean it is truly non-toxic. These same cribs still release off-gas toxic chemicals. Depending on the type of wood, type of glue and type of finish the crib used, the crib can release volatile organic compounds (VOCs). These are chemicals used in products that can easily be emitted as gases in to the air.

Products containing volatile organic compounds (VOCs) will release toxic chemicals into the air during use or even in storage. Volatile organic compounds (VOCs) are up to 10 times more harmful in indoors, especially for babies. Common toxic ingredients include benzene, formaldehyde, phenol, toluene, 2-ethylhexanoic acid, etc. Baby can breathe in these toxins during sleeping. Chronic exposure to volatile organic compounds (VOCs) can cause asthma, lung infections, allergies, central nervous system damage, liver & kidney damage or cancer.





Most cribs are made from wood which with glue contains harmful toxic chemicals.

Manufactured wood emits toxic chemicals such as Isocyanates, benzene, toluene, etc. Just because a crib is labelled as formaldehyde-free adhesive, it still doesn't guarantee it is safe. There are alternatives to utilizing adhesive with composite wood. Soy-based glue emits less Volatile Organic Compounds (VOCs) than formaldehyde-based or formaldehyde-free adhesives. However, is soy-based glue completely safe?

A study conducted by Massachusetts Toxics Use Reduction Institute (TURI) on soy-based glue determined it does significantly reduce user exposure to hazardous chemicals. However, the study also concluded that soy-based glue does raise some concerns for occupational health and safety for those making resin binders. Soy-based glue is not a definite answer to replacing formaldehyde-based glue. However, when utilizing composite wood, it is the safest option. For the crib of your frame, solid wood is the best route to go. Avoid manufactured wood at all costs due to high exposure to Volatile Organic Compounds (VOCs).

A truly 100% non-toxic crib is made of a 100% solid wood with food-grade oil finish and soy-based or water-based glue. When you are purchasing your crib, make sure it is completely made of solid wood. Some cribs utilize plywood for the support board of the mattress so ask the manufacturer what type of wood is used as the mattress support. This also includes drawers or changing tables connected to the crib, make sure those parts are also made out of solid wood.

Any parts made out of composite wood will include formaldehyde-based glue. Use a food-grade oil for your wood finish because it includes shellac, beeswax, linseed oil (flax seed oil) and tung oil. These are 100% safe provided no additives are used along with them. Also make sure you are using a water-based, soy-based, or organic glue to remove as many toxic chemical exposures as possible. If the crib is made of 100% solid wood the amount of glue will be minimal across the crib. However, most cribs also do not mention the kind of glue used when putting the crib together. Keep this in mind when purchasing a crib and ask your manufacturer what type of glue is used with the crib.



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VALLEY PROMOTIONS

WHAT IS AN "ONLINE PRESENCE"?

THE MEANING OF THE TERM ONLINE PRESENCE HAS CHANGED OVER THE YEARS. IT USED TO MEAN IF YOU PUT UP A LANDING PAGE YOU HAD AN ONLINE PRESENCE.

As long as your homepage looked pleasant, was easy enough to navigate, and your content was pretty good, you were on the right track for a successful online presence. In 2021, this is not even close to good enough.

All of these elements still need to be present for an effective online presence. Your website design needs to be engaging, pleasant to the eye, easy to navigate, and developed in a way that caters to your audience. Search Engine Optimization (SEO) is crucial to success online, this is how users find you when searching through Google, Bing, Yahoo, etc. Social media marketing is another piece of the puzzle to get your brand reaching further online and utilizing your analytics to target the right audience.

You may have heard about your website being your home base. The headquarters where your audience can come and learn more about your brand. Your website above all else needs the most constant attention. This is the one piece that gives you credibility and makes an immediate impression on people being exposed to your brand for the first time. Even having your logo predominantly placed in the header of your website so users know they've reached the right place, will make a massive impact. Having the correct elements in place that correlate with your branding will ensure your users feel a connection to you once they've hit your website.

Having an online presence means being able to be found online quickly and effectively. For your website to be found by search engines, it needs to be optimized to do so. This involves utilizing appropriate keywords that users would use to potentially find your brand. Optimizing your pages with these keywords will help increase your overall search ranking over time.

Visibility online is the biggest component of a successful online presence. If no one can find you online, you don't have an online presence. This includes your social media marketing. Staying visible by networking through social media outlets builds your online presence and increases your reach. You also have the opportunity to listen to your audience and utilize their input to make creative decisions regarding your brand. Participating with your audience and sharing content personifies your brand and creates a personal connection with your audience. Allowing people to post comments on your content invites conversation and provides an opportunity for an additional touch point.

O₁ N₁ L₁ I₁ N₁ E₁

P₃ R₁ E₁ S₁ E₁ N₃ C₃ E₁



It's no longer enough to just have a website, set it and forget it.

Now, before you start running wild on advertising dollars and marketing, make sure you have data. You cannot be effective online in any way without utilizing the data you've gathered on your audience. This will allow you to utilize re-targeting ad campaigns online and ensure you are being as effective as possible with your marketing. Data can be tracked through Google Analytics which is free to connect and use with your website. This tool will give you data regarding your users and website traffic that is crucial towards your online presence and marketing thereof.

It's no longer enough to just have a website, set it and forget it. You need to be constantly updating your presence and staying fresh in order for it to be effective. Although it may seem complicated, it doesn't have to be. Your local friendly neighbourhood webteam can help. Reach out to Brand Scrubbers to setup a free consultation.

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VALLEY PROMOTIONS



Good Answer

Teacher : Now, Sam, tell me frankly do you say prayers before eating?

Sam : No sir, I don't have to, my mom is a good cook.



Half Full or Half Empty?

To the pessimist, the glass is half empty. To the optimist, the glass is half full.

To the engineer, the glass is twice as big as it needs to be.



Cashier Phrases

As a head cashier in a departmental store, I had to open and close the cash registers of the cashiers. Whenever a cashier started work, I was paged to open the register. "Open my register," "Please let me start," and "Give me the go-ahead," were some of the terms used by cashiers. One day, a newly appointed bright-looking girl came to the register and said loudly, "Turn me on!"



There's A Difference

If we knew the difference between antidote and anecdote.

"Am I going to live?"

"I don't know."

"Read faster!"

MOVE OVER MASS EFFECT, MAKE ROOM FOR OUTRIDERS

JOSH GRIEVE

THE SCI-FI SHOOTER THAT HAS POTENTIAL TO BE THE NEXT BIG FRANCHISE.

I cannot even begin to describe the amount of fun I have playing this game. I had seen trailers for this game and was actively following it before its launch so I was already excited when I had the opportunity to fire up the Xbox and play. The gameplay experience I received was not even close to what I was expecting, it was better.

I shouldn't be surprised, considering it's developed by People Can Fly who are the brainchild behind one of the most innovative FPS games of all time, Bulletstorm. The blood-and-guts over the top looter-shooter style makes the repetitive nature of this game enjoyable the more you play it. This game has bumped the FPS RPG genre to a whole new level with impressive sci-fi super powers and a world design that rivals some of the best universes in games. While the game does have it's bugs, like having an awkwardly weird hit radius when firing shotguns or utilizing melee attacks, its charm is more than enough to move those complaints to the side.

The game starts you off as a soldier of sorts who is with a team of individuals colonizing a planet off earth. However, as most sci-fi video games go, the story takes a turn for the worst and the entire human race is at risk for extinction - sort of. There is a genetic mutation on the planet which selects certain humans to have super powers and turn them into what their

people called, Altered. The rest of the game is dedicated towards saving humans, finding the true story in to what happened, and shooting everything in sight.

The game itself is filled with rich character customization, unlockables as you move through the game, and a super innovative difficulty system that not only scales based on your game completion - it can be adjusted at any time. This was a huge selling point for me - I set the game to automatically increase the difficulty as the game progresses. Not a good idea when you're first starting out - it gets difficulty fast. However, the more you play on the lower difficulties the easier it becomes to bump up that difficulty when you have weapons and armor that match.

If you're an Xbox Game Pass subscriber - guess what? You can play Outriders as part of your monthly subscription right now. If you do not, I highly suggest paying the price tag and not missing out on this epic looter-shooter adventure. 8/10 in my books.



A LITTLE FUN

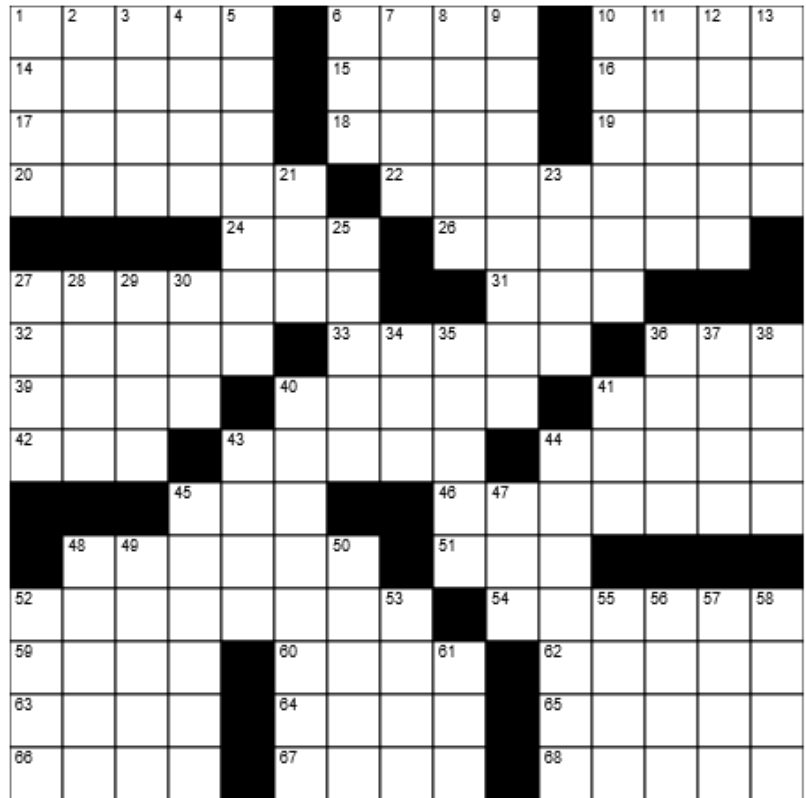
BestCrosswords.com - Puzzle #1 on 5/18/2021

Across

1- Fine fiddle; 6- Wheel parts; 10- Blueprint detail, for short; 14- Devoutness; 15- Unwritten; 16- Submarine; 17- Negatively charged particle; 18- Voodoo amulet; 19- Some nest eggs; 20- Highway divider; 22- Long story writer; 24- Brit's raincoat; 26- Fix, as a shoe; 27- Money handler; 31- ___ degree; 32- Pertaining to the eye; 33- Functional; 36- Silent bid; 39- Take note of; 40- In a fresh manner; 41- When said three times, a 1970 war movie; 42- Meal crumb; 43- From head ___; 44- Tie; 45- Airline to Oslo; 46- Reclusive; 48- Imperfections; 51- Friend of Fidel; 52- Three-headed dog of Greek myth; 54- Plant swellings; 59- Mars' Greek counterpart; 60- Aviation pioneer Sikorsky; 62- ___ Mio; 63- Hamlet, e.g.; 64- Put aboard; 65- Strong Australian horse; 66- Blind part; 67- Ladies of Sp.; 68- Family tree member;

Down

1- Junk e-mail; 2- Fork feature; 3- Nevada senator Harry; 4- Yours, in Tours; 5- Energetic; 6- CD-___; 7- Tiger's choice; 8- Captain's superior; 9- Untidy; 10- Civil War battle site; 11- Jeopardy; 12- Rub out or remove from memory; 13- Damage, so to speak; 21- Dundee denial; 23- Ferrara family; 25- Container for oil or vinegar; 27- Silver salmon; 28- Copycat; 29- Editorial notation; 30- Secreted; 34- Snake eyes; 35- Pertaining to the small intestine; 36- Words of denial; 37- Killer whale; 38- "James and the Giant Peach" author; 40- Nares; 41- Mannerism; 43- Story, often rooted in folklore; 44- Dancing party; 45- Group that is part of a larger group; 47- Female pronoun; 48- Untamed; 49- Sports area; 50- Sucrose; 52- Scoundrels; 53- Fizzy drink; 55- Morales of "NYPD Blue"; 56- Yard tunneler; 57- One of the Baldwins; 58- Withered; 61- ___ judicata;



Easy Puzzle 3,320,812,865

4	8			6				7
7				2	5			9
	9	2	1				8	
			7	3		2	6	
1	6						5	9
	7	8		5	9			
		5			6	9	7	
	2		3	1				5
3				9			1	2



WHAT HAPPENS TO A FROG'S CAR WHEN IT BREAKS DOWN?

It gets TOAD!!!



GET INVOLVED

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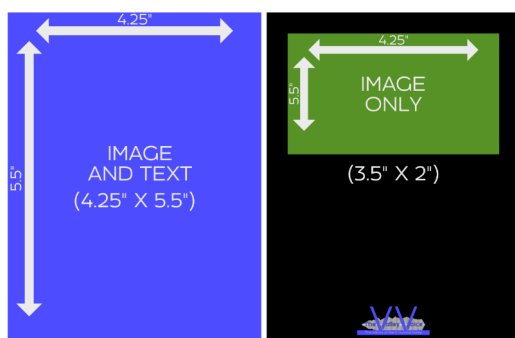
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FOR A FULL-PAGE PLACEMENT

Donate a product or service for giveaway through the Valley Voice. Help us give back to the readers and we will help place you. Though, we will likely reserve this to one per issue. Businesses can choose to host more than one giveaway through Valley Voices to obtain additional feature pages.

FOR A FULL-PAGE FOOD WRITE UP

We will ask you to provide the meal set you want tasted, at no charge, to our public food writer. (One of the front facing volunteer positions through the Valley Voice where anonymity is not always possible.) You will be notified when to expect the critic and they will introduce themselves. Once the meal has been completed, you can expect a full-page review, complete with photography of your food, to appear in a future issue.

TO GET ON THE COVER

This one is really easy... take the best photo. If the best photo has been submitted by a business, it's the business who will be credited on the front page.



BECOME A VOLUNTEER

We are still looking for content curators, front-facing liaisons, photographers, and promoters.

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