

Tim Hortons Camp Day

Tim Hortons Camp Day 2025 was held on Wednesday, July 16, 2025. During Camp Day, 100% of the proceeds from hot and iced coffee sales were donated to the Tim Hortons Foundation Camps, a program that provides life-changing experiences to underserved youth to help them achieve their full potential.

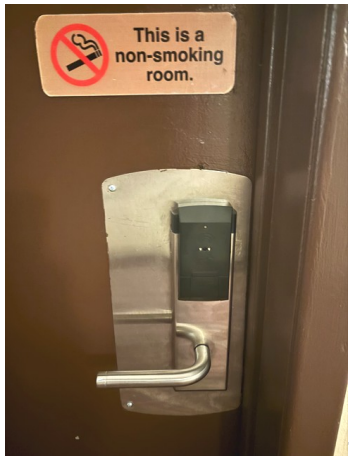
Tim Hortons Foundation Camps operate seven different camps across Canada and the US. In Canada, six camps span across five provinces, with two in Ontario and one each in Nova Scotia, Quebec, Manitoba and Alberta. Kentucky is home to the US camp. Manitoba's camp is located on the shores of Sylvia Lake within the Whiteshell Provincial Park. Camp Whiteshell and is the newest of the seven camps, opened in 2015.

On Camp Day, each Franchisee organizes their own celebration in order to encourage donations at the local level. Rheallyne & Rovelyn led their team in

organizing activities for the kids. We enjoyed fantastic weather and had a good turn out. Congratulations and thank you!



 Purchase a hot or iced coffee, or order a Take 12, on July 16th. Download Form	 Purchase a Camp Day donut from select locations for \$2, starting July 2nd.	 Purchase a Camp Day bracelet* for \$3, starting July 2nd. *While quantities last.	 Purchase a Camp Day badge for \$2, starting July 2nd.	 Toggle on 'Round Up' in the Tims App, round up your order in restaurant, or drop your spare change into a coin box.	 Make a donation in restaurant or on our website. Donate
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Never a dull moment at The Russell Inn! As we said goodbye to the Evacuees, we rolled right into **Door Lock Upgrades** starting the week of Aug 24. MedTech locks stayed with us for a week for this upgrade which included updating all of our current locks at the Russell Inn and Stone Haus, but also finally changing the old style lock and key at the Jolly Lodger over to the digital programmable version. The original digital door locks were installed at The Russell Inn sometime around 2001 when the pool was constructed and the front suites were expanded. The new locks not only look beautiful, but provide state-of-the-art technology for our guests and for us. Thank you to Sara and her team, with support from Maintenance and Housekeeping, for seamlessly managing this successful install.

Message From Daymon...

What a great Newsletter! We have worked incredibly hard behind the scenes for 42 years, we have invested heavily, and we have sat on and started committees for many local projects and initiatives. It is absolutely clear, that Russell is evolving as the regional centre for health care, tourism, agriculture businesses, industrial developments and boutique shopping. We so appreciate all these businesses that are stepping up to re-locate in Russell and/or to upgrade their store fronts, inventories, etc. We have said for decades, always keep your foot on the gas, even if you are just moving 1 or 2 miles per hours, you are still moving forward. Taking your foot off the gas and stopping, takes incredible effort to start rolling again, and by the time you do, you've been passed, left in the dust and you're irrelevant. Congratulations to Russell, Manitoba! From a personal note, I absolutely have to recognize our founding partners of the Russell Inn as they started this movement back in 1971: Harold Clement, Lynn Spurway, Dr. Burke Garnett, Murray Wilson, Dick Mulder, Orest Sedan, Jim McFeetors, Ken Reavie, and Nick Magnowski. ...DG



September 2025



Good Things Happening Locally

We have worked so hard for decades as a company to fund development and push for the beautification of Main Street. All of the initiatives we push is so that Russell becomes the regional centre and it is evolving into that. If you look at all the towns in the region with some looking pretty tough and losing their health care services, Russell is the opposite. We have a potash mine, Bunge is expanding, we have a new Ag dealership going up on the highway, a state-of-the-art cancer care centre and dialysis unit. We understand a new office centre for the health district may be opening as well which further positions Russell as the regional centre.



Russell Flower's new storefront - love the pergola!

construction (pictured page 2). With continued expansion of the Russell Inn with more rooms and adding a brand name restaurant we can be assured that we are well positioning ourselves for the future.



Caleb & Becca's Youth Centre's new storefront



The new Ag West building in construction on Highway 16 E



The former Bargain Shop gets a facelift over to Red Apple back in June



The new Chipelski Transport building in construction on Highway 16 E

Welcome/Welcome Back

A warm welcome to our new/returning staff.

- Jefferson Bandola - Beer Store
- Mark Retotal - Housekeeping
- Brent Dela Cruz - Tim Hortons
- Pressley Jerome - Front Desk

New Construction and Main Street Improvements

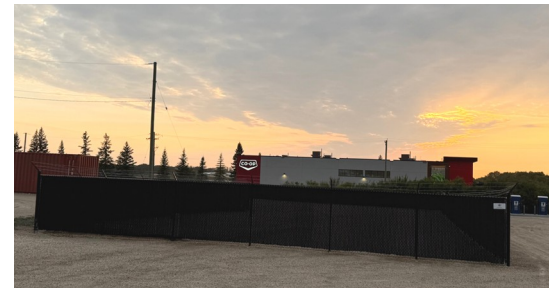
What we've known for many years as The Hardy Zone has been recently purchased by Tyler Kilkenny and Todd Sanyer - owners of the TinHouse. They have not wasted any time in implementing their vision of what will be called



TinHouse Greenhouse. You'll find them hard at work on most evenings as they began renovations preparing for their official opening for the 2026 gardening season.



DVD construction (Darcy Vandamme) working on a magnificent new building west of Chicken Chef on land previously owned by the Russell Inn and known as "the boneyard". As custom home builders, Darcy and his wife, Danielle plan to start their own lumberyard.



Twin Valley Co-op moves their lumber storage across the street by the Gas Bar with this black chain link enclosure after selling their current storage lot to The Russell Inn.



Coco paving was contracted by the RM of Russell-Binscarth to replace the crumbling crosswalks on Main Street. A total of 16 crosswalks at 4 intersections were replaced with concrete, providing a much-needed repair for pedestrians and drivers too!



DOWNTOWN DESSERTS

Jerry Pestano is baking up his next chapter with plans to move his home-based business to Main Street in Russell

RACHEAL FLINTOFF Crossroads The Week
Freshly brewed coffee delights are on the horizon as Russell's own Jerry Pestano, the creative force behind Keyk.Co., is whipping up some exciting changes as he prepares to soon acquire a storefront in the bustling center hub of Russell. Love those delectable, tasty treats? No need to worry... as Pestano moves from a home kitchen to a downtown location, he is continuing his remarkable baking journey, but with even more in-store. As he transitions from delicious cakes and desserts to the rich world of coffee, it's not just Pestano's cakes that are rising but his dreams, too. The love and support from my customers over the years inspired me to take a bold step in bringing my home baking to Main Street," he smiled. "I am driven to give them even more, hoping to move by end of August or early September." Roughly five years ago, Pestano's journey was just budding with Keyk.Co. Pestano, an unlikely baking front-runner whose initial education came from the vast world of YouTube, set foot into the world of baking while perfecting his sweet skills in England from 2006 to 2012. As a skilled barista and new baker, he immersed himself in creating perfect cakes and delectable icings. The story, as they say, wrote itself from there - a tale of creative skill sparked by countless online tutorials and powered by a profound love for cake decoration. "My journey in baking has transformed remarkably over the last few years, as this has become my life and my full-time passion since the COVID-19 pandemic began," Pestano explained. "As they say, 'Practice truly makes perfect...' and while I recognize that I'm not yet perfect, my daily commitment allows me to grow more comfortable and skilled. Bringing joy to the region through his creative masterpieces, Pestano is extremely humble when explaining the skill level that he has reached designing, baking, and decorating. With exquisite beauty and exceptional flavour, every Keyk.Co creation is a what cake dreams and tasty treats are made of. "When it comes to cake designs, I don't adhere to a specific style for my creations," he said. "Instead, I focus on ensuring that each cake is tailored to suit the occasion." However, without a doubt, Pestano's most popular items are his many varieties of macarons, each bursting with their own uniquely diverse flavours. Since officially entering the baking scene a few years ago, according to Pestano, social media has significantly and noticeably transformed the baking industry, influencing trends across the globe. Various platforms like Instagram, Facebook, and TikTok have turned bakers into trendsetters, encouraging a global community that shares innovative ideas. "This visual sharing has created a vibrant community where people exchange ideas, techniques, and creative designs, leading to the emergence of new baking styles and flavours that reflect diverse cultures," Pestano added. "As a result, the baking landscape is constantly evolving, driven by the passion and creativity of its enthusiasts worldwide." For Pestano social media has been an invaluable resource, providing a wealth of information on the latest trends and developments in the world of baking. Keyk.Co stays fresh and current by exploring various platforms to stay informed about the newest flavours, innovative designs, and cutting-edge techniques that are emerging. "This constant stream of fresh ideas inspires me to experiment and create unique offerings that resonate with my audience," he explained. "The ability to connect with others in the community also allows me to share insights and learn from their experiences, further enhancing my skills and creativity." As Keyk.Co transitions from home-based baking to a storefront, the opportunity presents Pestano with many new challenges, but also countless rewards. "I've observed that my basement room seems to be shrinking under the weight of various baking tools and supplies that have accumulated over time," he laughed. "It's heartening to see a steady stream of customers - both familiar faces and new ones - almost every day." Looking ahead, Pestano envisions not just delightful taste buds but forming a skilled team to craft exquisite confections. He also promises a venture into his old barista roots, teasing a new coffee experience soon to accompany Keyk.Co's assortment of treats. Above all, "I aspire to create and deliver one-of-a-kind custom-designed cakes that bring joy to our community offering an array of delightful, sweet treats, and desserts that cater to everyone's tastes," Pestano said. Beyond his passion for baking, he has a vision to grow Keyk.Co, hiring a team that will enable Pestano to further share his skills and expertise while crafting exquisite confections that make special occasions ever more memorable. Eager for the next chapter in his delicious story... stay tuned while Keyk.Co's Pestano continues to sweeten the community, one cake (or coffee) at a time!

Years Of Service Recognitions

- 1 Year: Jaleth Abad (Housekeeping), Emmanuel Apilado (Housekeeping)
- 2 Years: Rojannie Advincula (Restaurant), Ian Galang (Housekeeping), Johann Ligot (Tim Hortons), Thalecia Patten (Front Desk)
- 3 Years: Kethan Burton (Kitchen), Ida Galang (Front Desk), Alfred Mendoza (Housekeeping)
- 4 Years: Mary Ann Ligot (C-Store), Chloe Mercer (Front Desk)
- 6 Years: Annabella Malonzo (Housekeeping), Emma Pace (Housekeeping)
- 7 Years: Barb Adams (C-Store), Megan Kowalchuk (Sales & Marketing)
- 9 Years: Monique Pestano (Restaurant)



Happy Birthday!

- September 2: Rebeka Bernhardt
- September 4: Cherry Fandialan
- September 8: Barb Twardoski
- September 10: Gino Banal
- September 11: Cynthia Hume
- September 14: Rosalie Mallari
- September 15: Philip Blake
- September 16: Jaleth Abad
- September 17: Jefferson Bandola
- September 19: Louie Babia
- September 22: Jayson Bandola
- September 30: Cleo Lacastesantos

Congratulations and Thank You!