

First Annual **MADE IN VANCOUVER** *SPECIAL HOLIDAY GIFT GUIDE



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organic
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How to
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OFF MOTHER NATURE

Yael Cohen

FIGHTS
CANCER!

FOOD'S
FUTURE
STARS

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Here are 29 more moments of discovery.

What they share: courage, idiosyncrasy, and a proud connection to place

"We've had to get creative and run lean. Our entire budget is one executive's salary at most cancer organizations"



Carlo Ricci

"SEEING THESE TWO WORDS: FUCK CANCER. A PUBLIC WORD AND A PRIVATE WORD—AND YOU CAN ARGUE WHICH IS WHICH. IT WAS VISCERAL, EMOTIONAL. PEOPLE WANTED SO BADLY TO TALK ABOUT IT, TO HEAR HER STORY AND TELL THEIRS"

Social Media

Facebook vs. Cancer

We asked our community and pulled a list of the most messed-up things people have said or done that they thought were being helpful. Just about everyone has told someone they have breast cancer/brain cancer/whatever and that person says to them, 'Oh yeah, I had an aunt/uncle/spouse/dog who had that. They died.' It's terrible, but people are really just trying to connect." That's Yael Cohen, 26, founder of a campaign that raises awareness (and eyebrows for its blunt name). "Fuck cancer" is something you hear on oncology wards, in hospitals—it's the sentiment you hear from patients and caregivers," says the Vancouver native. When her mom was diagnosed with breast cancer in 2009, Cohen made her an expletive-blazoned T-shirt to articulate her grief and anger. Response was massive: "It was visceral, emotional. People wanted so badly to talk about it, to hear her story and tell theirs or hug her or high-five her." It spawned a movement (Letsfcancer.com) pushing early detection (90 percent of cancers are treatable in Stage 1) and community involvement ("The support group is archaic; nobody wants to wait until 7 p.m. on a Wednesday to go to a church basement, so we've looked at technology—whether it's Facebook or Twitter or a parking app or a sex app—to alter that code to benefit people"). The wired generation is Cohen's primary target, and they're listening—the group's Cancer Talk video had 55 million views in its first week, and celebrity endorsements come from Ke\$ha and Perez Hilton. Next up: sharing the model: heart disease, poverty, who knows? "We need to be the meta-leader who has an idea and gives it away to the community. Giving it away is often the most powerful thing you can do. Our generation gets that."

DID YOU KNOW

Supersize Me

Your next Big Mac attack, take the time to trek out to 7120 No. 3 Rd., Richmond. The modest location, opened in 1967, was Canada's first Golden Arches. It was takeout-only, and burgers cost 18 cents



REMEMBER THE TITANS

An opinionated miscellany of firsts, bursts, and worsts that, together, define a city

1967 This magazine is born! Its first incarnation—as the memorably named *Dick MacLean's Greater Vancouver Greeter Guide*—lasts only a few years before it's rechristened first as *Vancouver Leisure Magazine*, then to its current form.

1969 Legend has it the Peter Principle (the notion that people are inevitably promoted beyond their competence) is hatched in the lobby of the Metro Theatre when Laurence Peter (a UBC English prof) and Raymond Hull (full-time author) complain about the show during intermission. Their book of the same name becomes a *New York Times* bestseller and the plot engine for most modern sitcoms.

1968 On Labour Day, CHAN-TV (now BCTV) airs the world's first 60-minute TV news program. That first episode includes, among other stories,

a broadcast from the Alexandra Park bandstand in English Bay of the weigh-in of the *Sun* fishing derby. The show is conceived by renowned station president Ray Peters and produced by Alan Clapp (see 1976).

1969 The Don't Make a Wave Committee is founded. The group's first environmental action sends a ship to Alaska to bear witness to U.S. nuclear testing. It's better known in recent times—and around the world—as Greenpeace.

1973 The next time you rage at the labyrinthine tangle that is the West End, regain your calm with this thought. For years, drivers used its perilously narrow streets as a shortcut to the Lions Gate Bridge. When Art Phillips's TEAM council sweeps the 1973 election, he adopts the notion of barricading streets west of Denman. So is introduced the first traffic-calming of its kind in North America.

1975 The province establishes Whistler