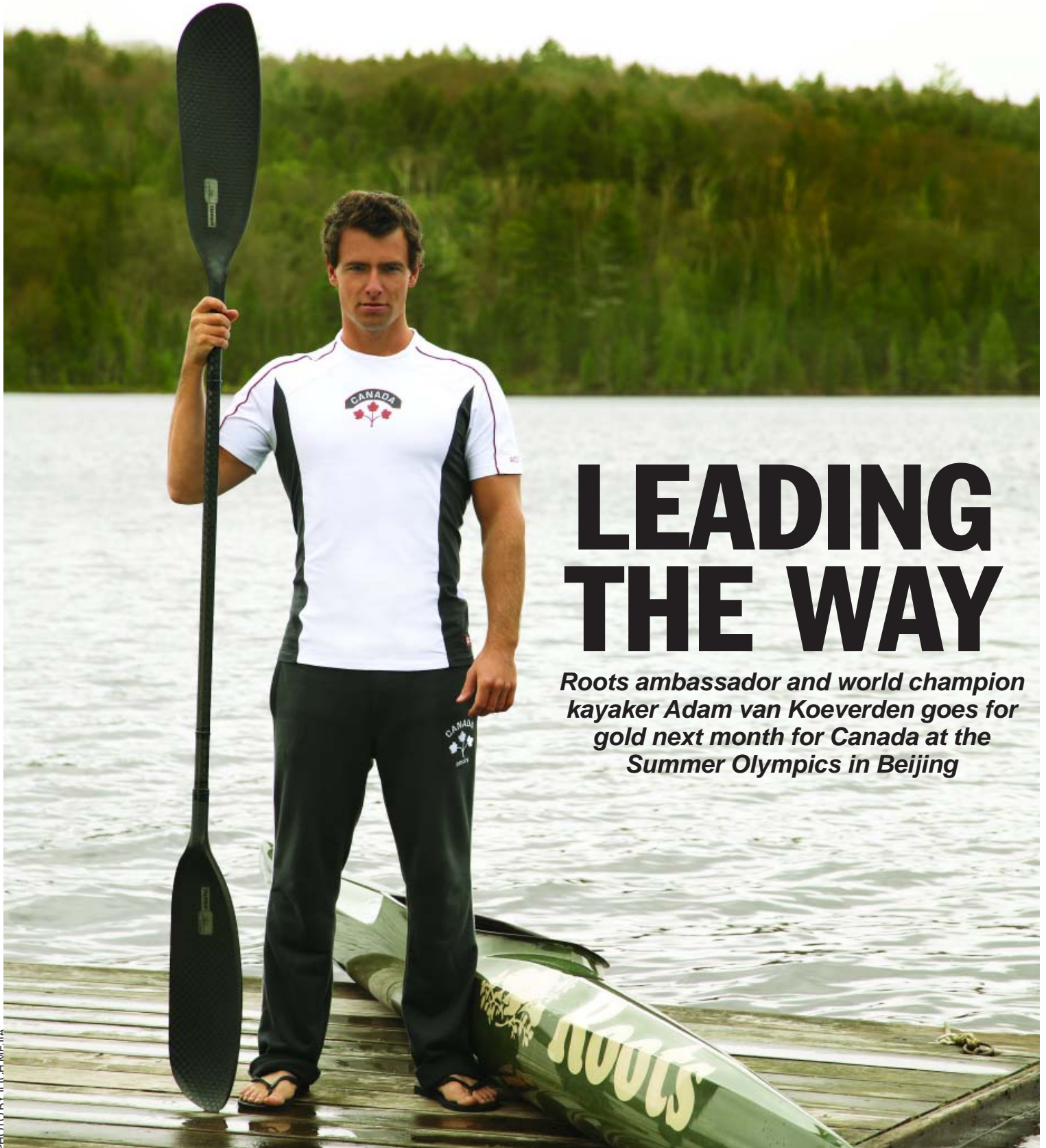


# THE SOURCE



A window into the world of **Roots**

Issue 85 • July 2008



## LEADING THE WAY

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PHOTO BY ILIHLMEJIA



## SPECIAL DELIVERY

A selection of recent letters from the world of Roots

### IN APPRECIATION...

Thank you for your support for this year's fundraiser, "An Evening of Heart and Enchantment" dinner, fashion show and silent auction at the Ciociaro Club of Windsor.

Your generous donation of Roots apparel contributed to over \$40,000 being raised for the Windsor-Essex Cardiac Wellness Centre (CWC). The CWC is a medically managed, multidisciplinary cardiac rehabilitation program. Continued community support ensures funds for new equipment and resources needed to provide quality care for residents of Windsor-Essex County who have had a recent cardiac event.

Special thanks goes out to **Christine Crowe-Campeau**, Manager of the Roots store in Windsor's Devonshire Mall who kindly facilitated our request.

**Jason Petro**  
Program Coordinator  
Windsor-Essex Cardiac  
Wellness Centre, Windsor

### A HELPING HAT

My name is Claire Huisman. I'm 12-years-old and come from Holland but have lived in Kenya, Hong Kong and Denmark where I'm currently living.

Last Christmas, I was diagnosed with a rare type of liver

cancer. The doctors in Denmark gave me chemo, which made me lose all my hair. One day, a friend sent me a gift containing my lifesaver — a Roots hat. I fell in love with it the minute I saw it and haven't taken it off since.

After a few months, my mom wanted to buy me another hat. She couldn't find a similar one on the Roots website so she contacted our friend in Canada who sent me the first one. She very sweetly mailed over two new hats. Finally, my mom could wash it without me getting mad.

I wear the hat all the time and have had great adventures with it, like on my first trip to the United States in search of doctors who had more experience with this disease. Thanks to the liver team at the New York Presbyterian Hospital, I had a liver transplant. Since we couldn't wait for a deceased donor, my dad was my living donor. And now, here I am writing to Roots with a new liver (and still having chemo), wearing my favorite hat — make that hats — in the world.

**Claire Huisman**  
Copenhagen, Denmark

*Editor's note: Roots has sent a gift to Claire along with best wishes for a complete recovery.*

### PUPILS PAY TRIBUTE

We are writing you on behalf of Mrs. Claire Suhay's Grade 6 class at St. Gregory's School in Toronto. We have been learning about the United Nations "Rights of a Child" and are highlighting companies that are doing the right things. Roots is one of them.

We would like to acknowledge your employment practices, with no child labour and your concern for the environment. In mid-June, our class held a fashion show where we displayed and talked about your products and how your company has no child labour.

Thank you for doing your part.  
**Sydney Arnold, Victoria Filice**  
St. Gregory's School, Toronto

• The Source wants to hear from you. Please send your letters to Robert Sarnier at [rsarnier@roots.com](mailto:rsarnier@roots.com). Letters may be edited for length and clarity.

### DEPT. OF CLARIFICATION

In Issue 2 of *The Leather Report*, in the 'Store of the Month' column, congratulations should have also been extended to **Tuta Sithi**, Assistant Manager of Roots Central, for helping staff lead the way in terms of the Toronto store's impressive leather bag sales.

- Please address any corrections, relevant updates and revisions to [rsarnier@roots.com](mailto:rsarnier@roots.com)

### EXTRA! EXTRA!

In keeping with our monthly publishing schedule, the next issue of *The Source* will appear at the end of July.

## THE SOURCE



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Each issue of *The Source* is also available, in an abridged version, on the Roots website at [www.roots.com](http://www.roots.com)



# LEADING THE WAY

Roots ambassador and world champion kayaker Adam van Koeverden goes for gold next month for Canada at the Summer Olympics in Beijing. BY ROBERT SARNER

**R**oots has long had a knack for recognizing and supporting emerging Canadian talent, especially in the world of sports and entertainment. It's a natural match given the culture of the company and the interests of Roots Co-Founders **Michael Budman** and **Don Green**. Both have always been active in sports and highly interested in the creative fields including the arts and entertainment.

As such, it's not surprising that over the past four years Roots has nurtured such a strong relationship with one of Canada's top young athletes, **Adam van Koeverden**. In recent weeks, he has appeared at live events for Roots and had a starring role in newspaper ads and posters promoting both the Canada Collection and the Confederation Collection.



*Through his involvement with Roots, Adam discovered the scenic Algonquin Park, now one of his favourite places to paddle*

His main focus this summer, however, is on what he does best — representing Canada triumphantly in international kayaking competitions. Next month in Beijing, Adam will be one of the country's great hopes for a gold medal at the Summer Olympics.

At the previous games in Athens in 2004, he captured gold and bronze medals in the K-1 500m and K-1 1000m kayaking competitions.

Since then, he's continued his winning ways, racking up numerous victories in World Cup races and today he is arguably the best in international paddling. This summer alone, he's won five such gold medals (the most recent in Europe in late June) to raise his career total to 21. No Canadian in

crossed the finish line with a time of one minute, 35.63 seconds, becoming the first kayaker to ever break the 1:36 mark, a major feat in his sport.

Adam has been involved with Roots since 2004 when the company approached him shortly after the Athens Olympics. In addition to his athletic talents, he has demonstrated a keen understanding of the Roots style and culture. Few people look better in the beaver brand than Adam. As such, he has taken part in numerous

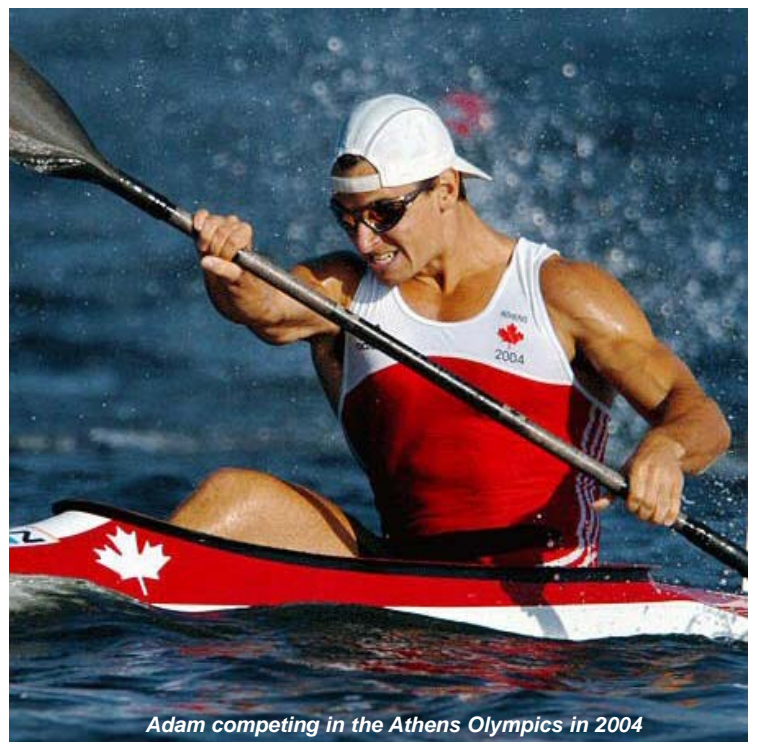
photo-shoots in different venues ranging from Ontario's Algonquin Park to Jamaica, appearing in ads, posters, brochures, and website images.

Over the years, he has made countless appearances on behalf

*Continued on next page*



*Adam has been the face of various Roots campaigns, including for Canada Day '07*



*Adam competing in the Athens Olympics in 2004*





*The sporty Canada Collection features hoodies, tees and cropped sweats in organic blends of cotton*

*Continued from previous page*

of Roots, from in-store Canada Day events to conducting kayaking demonstrations at summer camps to hosting a fashion show to appearing at a media conference in support of a special initiative involving Roots and Canadian Blood Services.

“Roots is an exceedingly easy and comfortable company to be involved with,” says Adam, 26. “It’s more like being part of a family than anything else. With its commitment to the environ-

ment and community initiatives, in addition to its great style, being part of Roots has always been an incredible pleasure for me.”

For all his international triumphs and media acclaim, Adam remains incredibly down to earth. Highly personable with a strong social consciousness, he is an excellent ambassador for Roots, reflecting the values of the brand.

“Roots is a lot more than a clothing company or a sponsor for me,” says Adam, who grew up in Oakville, Ontario and today lives in nearby Burlington. “It is a family, even a way of life. Shopping at Roots gives you the feeling that you’re in a store with a real sense of Canadian national pride. Canada Day at a Roots store is such a huge event. It fills me with the

same feelings of excitement and devotion that racing for Canada does.”

Last year, Adam graduated from McMaster University in Hamilton, Ontario with a degree in kinesiology and was class valedictorian. When not training or competing, he is actively involved in the non-profit organization Right To Play (also supported by Roots) that helps improve the lives of disadvantaged children in Third World countries by involving them in sports. Last fall, he went to Liberia and worked with children there as part of his volunteer involvement with Right To Play.

Adam first started paddling when he was 12 when his mother took him to a local canoe club in Oakville and he was racing a year later. By the time he was 17, he had won a bronze medal in the K-1 1000m at the 1999 Junior World Championships.

One of his favourite places to paddle is in Ontario’s Algonquin Park, which he discovered several years ago thanks to

his involvement with Roots. Recently, for the third year in a row, at the initiative of Roots, he led kayaking demonstrations at several summer camps in the Park to help promote the sport in particular and to encourage young people to be physically active in general.

“Whenever possible, I like to take my kayak to Algonquin Park for a couple days at a time and paddle on the lakes up there,” says Adam. “Roots introduced my friends and I to the Park in 2004, and I’ve been totally hooked ever since. It’s an awesome way to re-connect with the roots of my sport and with nature at its best. The only distractions while training up there are the call of the loon and maybe an occasional canoe tripper paddling past with a friendly wave. It’s a very calming environment, and such a great place to paddle.”

Adam will be leaving for China on August 5, almost two weeks before his first race there. Until then, much of his time will be spent in intense training and conditioning.

Like other Canadians, everyone at Roots is hoping Adam proves triumphant in Beijing. It couldn’t happen to a nicer guy.

— R.S.



*Adam with Alex Budman, (right), on location for the Canada Day '07 photo-shoot*



# IN BRANDS WE TRUST

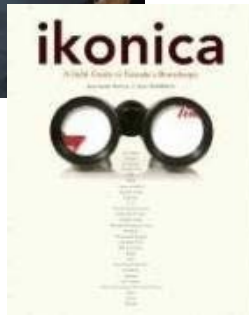
Roots hosts launch of new book on Canada's top brands



Given the subject matter of their new book, it was a fitting choice of the authors and publisher of *Ikonica: A Field Guide to Canada's Brandscape* to hold the official launch of their book at the Roots flagship store in Toronto. At the evening event in late June, marketing experts **Jeannette Hanna** and **Alan Middleton**

presented their just-released work to a receptive crowd comprised largely of business leaders, advertising and marketing executives and people from the media.

Published by Douglas & McIntyre, *Ikonica* profiles Canada's top brands — including



Roots — and explores the country's rich, original brand heritage. Well written, highly informative and beautifully illustrated and designed, the book is an important work in the on-going study of what goes into the making of an iconic brand.

Roots is the first company presented in the chapter: Movers and Shapers. Introducing Roots, the authors write: "While Roots is continuously reinventing itself (negative heel shoes are a distant memory) based on its keen cultural radar, the business hews consistently to its core values and lifestyle orientation."



## ILLUMINATING TRUE TALENT

Artistic festival gets a helping hand from Roots

After only two years in existence, Luminato, Toronto's Festival of Arts and Creativity, has established itself as an important event on the city's cultural calendar. For ten days in mid-June, 100 Bloor St. was at the centre of the action, as it hosted a media room and daily morning press conferences for the artists involved in Luminato 2008.

In addition to being the home base for the event, Roots designed T-shirts for volunteers as well as accessories, such as baseball caps, leather wristbands and gift cardholders. The order was coordinated by **David Jackson**, Account Manager in the Business-to-Business Department.

A multidisciplinary festival, Luminato brings together artists from different cultures and genres through widely accessible events in downtown Toronto. A broad spectrum of creative expression is represented including music, dance, theatre, film, literature, visual arts and lectures.

In 2007, the inaugural year of the event, the Bloor Street store was privileged to host a dynamic art installation by Max Dean.



Roots custom-designed Luminato tees

## THE NEW FACE ON GRANVILLE STREET

Roots sets up shop in upscale Vancouver district

The beginning of June marked the official opening of the latest Roots concept store in British Columbia. Located on the southern part of Granville St., the new eco-friendly store is right at home in the chic, vibrant Vancouver neighbourhood.

Designed by Director of Visual Planning and Store Development **Pauline**

**Landriault** and Roots Creative Director **Diane Bald**, the site mixes sustainable building materials with sleek architectural detailing. The soaring ceilings and the long narrow floor plan give the Granville space a signature style. The simple yet modern interior makes the dark, geometric bag wall a focal point of the store and customers are showing

their appreciation.

"We're in a great location," says **Mirjana Vujovic**, Manager at Granville. "People are really enjoying the addition of our store in the area. We've been getting lots of compliments on the space, the use of bamboo in our eco-friendly designs, and the leather bags have been our best sellers so far. All in all, things are going very well."



Granville puts its best face forward with



## A BRIGHT IDEA

Roots outfits eclectic Toronto conference

For three days in late June, 50 of the brightest minds gathered together in an interactive forum to discuss current issues in front of an enthusiastic Toronto audience.

Idea City, the brainchild of long-time friend of Roots **Moses Znaimer**, (co-founder and former president of City TV), is an unscripted look into what leading minds say about their work, motivations or preoccupations without a prepared speech in tow.

As an official sponsor of the event, Roots gave each speaker a custom-made leather Idea City Tote as a gift bag, and hosted a three-day shopping event for the



Moses Znaimer

delegates at 100 Bloor St. This year's meeting of unconventional thinkers

included writer **Margaret Atwood**, author **Dr. Ben Bova**, comedian **Zach Galifianakis**, CEO of Playboy Enterprises **Christie Hefner** and singer-songwriter **Jill Sobule**.

For more information visit [www.ideacityonline.com](http://www.ideacityonline.com).

## THE RELEVANCE OF BEING ECO-RESPONSIBLE

Roots invited to speak about its green side at retail conference in Toronto



In early June, Roots took part in Canada's leading retail conference called Store. Hosted by the Retail Council of Canada at the Toronto Congress Centre, the annual two-day event brings together several thousand delegates including industry leaders, small retailers, large department stores, specialty chains, online merchants and the media.

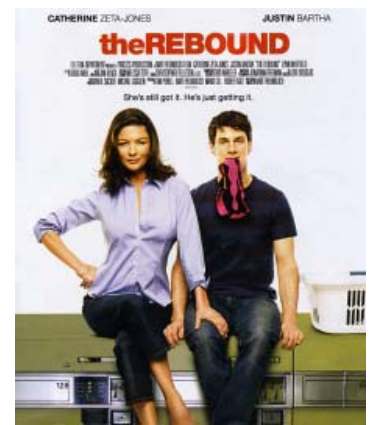
One of the highlights is the series of moderated panel discussions that focus on current issues of particular interest to those in the retail industry. On the first morning of this year's confer-

ence, Roots was invited to be a panelist in a session entitled: "Environmental sustainability: Going green for your customers and your business".

**Robert Sarner**, Director of Communication

and Public Affairs, represented Roots on the panel that included senior executives from Home Depot, Walmart Canada and Lush Cosmetics.

During the session, Robert discussed the long established concern of Roots for the environment and its related eco-friendly policies ranging from the making of Roots Green products to the building of stores. Saying it's not enough to do right, he said it's also important for businesses to inform customers and employees about progress in reducing a company's environmental impact.



## CATHERINE LOVES ROOTS

Actress rebounds from one leather product to the next

In recent months, **Catherine Zeta-Jones** has received a lot of publicity while filming a new romantic comedy in New York City.

And now, to thank the cast and crew of her latest movie, *The Rebound*, the star has ordered custom-made black leather passport wallets from Roots as gifts. The order was coordinated by **David Jackson**, Account Manager in the Business-to-Business Department at Head Office.

As previously reported in *The Source*, Zeta-Jones, (a long-time fan of Roots), was spotted by paparazzi during breaks from shooting, wearing the new **Midtown Slide**. The actress stars in *The Rebound* as a single mom captivated by a much younger neighbour. **Justin Bartha** and **Art Garfunkel** also star in the movie, slated for release next year.



## IT'S IN THE BAG

Toronto flagship store revamps accessory wall

The retail renovations continue and the Roots store at 100 Bloor St. was next in line to get a sleek, modern update for one of their most popular items.

In early June, construction was completed on the main floor's bag wall, creating an impressive span of shelving. The

striking display, featuring rich, dark wood and light, geometric accent pieces is a sophisticated canvas with which to highlight the latest bags.

"The response to the new bag wall has been great," says Manager **Yoko Ichimori**. "A lot of customers have remarked on the design and we've been doing

really well in terms of leather bag sales since the change."

Designed by Director of Visual Planning and Store Development **Pauline Landriault** and Roots Creative Director **Diane Bald**, the renovations create a chic salon of leather goods that further enhance the presentation of these seminal Roots products.

## MOMENTS THAT MATTER

Big developments in the life of Roots staff



Patrick James Kilfoy

• **Lisa Murphy**, Assistant Manager at the Kanata Outlet, Kanata, ON, welcomed son **Patrick James Kilfoy** on June 18, 2008.

Heartly congratulations to Lisa for this great moment in her life.

• Please send us details of similar good news and we'll be happy to publish it in *The Source* (email: [rsarner@roots.com](mailto:rsarner@roots.com))



# A FINGER ON THE PULSE OF THE COMMUNITY

Local information boards add new dimension to shopping experience in stores

Visitors to certain Roots locations over the past few months may have noticed a new addition to the walls of the stores. Designed to enhance and personalize the shopping experience, the new community boards are rife with company literature and helpful neighborhood information distinctive to each location.

Created to strengthen the connection between Roots and its customers, the initiative has received positive feedback since it began in April. With eight



original stores involved in the project, community boards will now be included as part of every future retail renovation.

“Not only will this help our customers connect with our stores and Roots in general, but

it also helps our associates relate to their communities,” says **Bethany Peckham**, Customer Service Coordinator, who helped with the initiative along with the Communication and Public Affairs Department.

Each board reflects the personality of its particular store, but also feature career opportunities with the company, staff bios, healthy tips, photos of celebrities and local customers wearing Roots, as well as directions to the nearest fitness/ yoga studio and health food

stores and restaurants. In addition, there are on-hand copies of the history of Roots as well as its environmental and social responsibility policies.

“Our customers are finding it very useful,” says **Debbie Barnes**, Store Manager at West 4<sup>th</sup> in Kitsilano, BC. “People have been reading the boards, taking brochures and leaving business cards. It’s been a great way to instill a sense of community in our customers, as well as finding out for ourselves about local sights and events in Vancouver.”

## VACATION IN ECO-STYLE

Roots designs custom-made apparel for scenic California lodge

Summer is in full swing and while a vacation may seem almost mandatory, that doesn’t mean that one has to leave their environmentally friendly ways behind them during their trip. Eco-tourism is a timely response to current global conditions and Roots has teamed up with San Francisco’s Cavallo Point (the Lodge at the Golden Gate), to ensure a memorably green getaway.



Opened in early June, the distinctive Northern California hotel is attracting much attention for its eco-initiatives, including the use of sustainable building materials and restoration of its natural landscape with plants indigenous to the area. For its gift shop, custom-made

Roots Green apparel is a perfect fit, as a commitment to the environment has always been a core value of the company.

The line of Cavallo Point-themed merchandise features a wide range of T-shirts, zip-up hoodies and long sleeved tees, all made out of a bamboo/cotton blend. The order was coordinated by Los Angeles-based Roots representative **Wendy Goodman** and Senior Product Coordinator in the Business-to-Business Department **Mary Jane Saliba**.

Cavallo Point is the San Francisco Bay area’s first national park lodge. The environmentally sustainable hotel is at the crossroads of the city’s urban edge and coastal wilderness, offering exceptional views and attractions.

## JOINING THE GREEN REVOLUTION

Roots on Bloor hosts organic wine tasting



Paxton Allewell, (l), Angela Aiello, in a December photoshoot for Roots

town Toronto flagship store proved that with an elegant event hosted by the up-and-coming iYellow Wine Club.

The exclusive gathering, entitled Green Revolution, was a chance to discover local organic wines from the likes of Flat Rock Cellars, Henry of Pelham and SouthBrook. Organic beer and champagne were on hand as well. The evening also featured an exclusive offer of 30% off all Roots apparel to the 100 attendees, which was well received.

The social club, created and hosted by **Angela Aiello** and **Paxton Allewell** (otherwise known as “The Wine Enthusiasts”), has a membership base of more than 2,000 people and creates fun events for young wine lovers.

For more information on upcoming events, visit their website at [www.iyellowwineclub.com](http://www.iyellowwineclub.com).

Being eco-friendly is not only good for the environment but can be a lot of fun in the process. In early June, the down-

## GREAT MOMENTS IN RETAIL

Spotlighting the top performing company and outlet stores in May

As this issue of *The Source* went to press, the final sales figures for stores in June were not yet in but we’re delighted to report the performance of most stores in May was worthy of applause.

Topping the pack in terms of company stores was the Promenade Mall location in Thornhill, Ontario that captured the latest Store of the Month honours, beating its Issue 85 - July 2008

sales target by 208%.

As for the Roots 73/Outlet category, the New Westminster Outlet store in New Westminster, British Columbia took first place with a score of 137% over its sales budget.

Congratulations to **Roanne McCready**, Manager of the Promenade store and **Sherri Lindsey**, Manager of the New Westminster Outlet, along with their respective teams for their winning performances.



The Promenade team captures first place honours this month

# KANATA CLOTHING DRIVE TO SUPPORT THE LESS FORTUNATE

*Roots retail team participates in semi-annual charitable venture*

For the past three years, **Susan Van Dalen**, store manager at the Kanata Outlet near Ottawa, has demonstrated an admirable commitment to her community. The beneficiaries of her efforts have been disadvantaged students attending Frederick Banting Alternate High School in Kanata.

The school offers an alternative curriculum and support structure for young adults to complete their high school diplomas. Many of the students have overcome great adversity and are striving to get their lives back on track. Twice a year, the



*Kanata staff are always ready to lend a helping hand*

teachers and administrative staff look for donations, or mildly used items to give to the students.

This year, true to form, Susan mobilized her retail team to contribute to the school's semi-annual clothing drive. With the help of staff members **Lisa Murphy**, Assistant Manger;

**Tanya Goluch**, Assistant Manager; **Andrew Edwards**, Keyholder; and **Erin Colby**, Sales Associate, the group donated items from their own wardrobe, filling up several tables and rolling racks with Roots apparel. Students in need were able to browse freely through the donations and select anything anonymously.

"The students at the school were thrilled to receive Roots clothing," says Susan. "The drive will take place again this fall and I strongly encourage our staff as well as other stores in the area to help out."

## STAYING POWER

*Saluting those who go the distance*

Recently, many Roots employees marked major anniversaries of their time at the company. By 'major,' we mean benchmark achievements as in 5, 10, 15, 20, 25 and 30 years spent at Roots.

We invite anyone celebrating such an anniversary to send the relevant information to *The Source*.

Congratulations to the following employees for their significant contributions and enduring loyalty to Roots:

- **Sabina Folszczyk**, Leather Table Work, Leather Factory, 10 years
- **My Van Luu**, Leather Stitcher, Leather Factory, 10 years
- **Karen Bryan-Kirkham**, Technician, Special Projects, Head Office, 5 years
- **Michelle Haugh**, Director, Merchandising Roots 73/Outlet, Head Office, 5 years
- **Colin MacDonald**, District Visual Coordinator, Head Office, 5 years



*The prestigious Donalda Club*

## TEEING OFF FOR A GOOD CAUSE

*Roots donates leather gifts to hospital sponsorship event*

With a day of golfing under their belt, participants at the 18<sup>th</sup> Annual North York Masters Tournament walked away from the charity fundraiser with a sense of community pride, and stylish gifts courtesy of Roots.

In early June, the corporate world flocked to the Toronto course to take part in one of North York General Hospital Foundation's most popular benefits, raising funds for its cancer and palliative care services. In support of the initiative, Roots donated 150

custom-made Raw N.Y. Messenger bags to all participants.

The event, held at the prestigious Donalda Club, featured a friendly tournament of golfing, a meet-and-greet luncheon, cocktail reception, dinner and live and silent auctions.

The tournament is one of the hospital's main fundraising events for its health care programs. With one of the largest cancer diagnosis and treatment centres in southern Ontario, the hospital is recognized for its expertise in breast, colon and prostate cancer.



*Raw NY Messenger bag*

## MAKING TRACKS IN THE RIGHT DIRECTION

*Roots sponsors first-ever airport fun run for Toronto-area hospital foundation*

A commitment to giving back to the community and an emphasis on a healthy lifestyle have always been strong tenets of Roots. So it makes sense that when Toronto's Pearson International Airport announced the first-ever Runway Run for charity, Roots was at the centre of the action.

In late June, more than a thousand people gathered on the tarmac to participate in the event, raising money for the William Osler Health Centre's Emergency Department at Etobicoke General Hospital. A rare chance to get on an active runway while enjoying a great exercise, the

experience included a 5 km timed run, followed by a 2 km fun walk for family.

On the direction of Roots Co-Founder **Don Green**, 1,000 custom-made T-shirts were donated for all organizers and participants to commemorate their time. The order was coordinated by **David Jackson** in the Business-to-

Business Department.

To honour Pearson International's relationship with the Toronto suburb's hospital, all funds raised were donated to their Experience the Evolution campaign, designed to renew the resources and facilities of the Emergency Care unit.





# YOUTH BRIDGE TEAM SPORTS ROOTS

Retired teacher takes players to North American Championships

**M**arilyn Macdiarmid, a retired school teacher in Moncton, New Brunswick, has formed a creative way to enrich the minds of young students. With great success, she developed a math enrichment program for middle school students using the card game of bridge.

Generally associated with adults, bridge can also improve a young student's analytical thinking, problem-solving aptitude, as well as enhance academic performance through concentration, quick judgment and teamwork.



The bridge team is ready to win in their Roots T-shirts

"The game of bridge requires a different type of thinking," says Marilyn. "The enrichment program is designed for students who are spending too much time on the computer."

This month, 12 students, led by Marilyn, will be participating as the only Canadian team in the Youth North American Bridge Championships taking place in Atlanta, Georgia. The team will be dressed proudly in Roots T-shirts from the current Canada Collection.

"We chose these T-shirts because we felt it unified our Canadian team," says Marilyn. "I received great service at the Moncton 'Roots 73' Outlet Store and the students are excited to wear Roots T-shirts for the tournament."

# GUESS WHO JUST DROPPED IN

Taking attendance of special guests at Roots stores

**C**elebrities have long made a point of shopping at Roots. Here are the latest sightings of prominent figures in the world of entertainment and sports who visited Roots stores recently:

• **West Edmonton Mall, Edmonton, AB**

– While in town performing with Kanye West's Glow in the Dark Tour, pop star **Rihanna** was very personable with staff as she shopped at the store, picking up a hoodie and shorts.

• **West 4<sup>th</sup>, Kitsilano, BC** – *Sex and the City* star **Kim**



Rihanna

**Catrall** stopped by Roots to pick up some items for Father's Day, and also purchased



Kim Catrall

the Canada pillow, the new Lauren tote in black and the Large Clutch in red for herself.

• **Mayfair Shopping Centre, Victoria, BC** – In town filming a reality TV show, former *All My Children* star **Cameron Mathison** dropped by the store, picking up a

variety of items for his family including matching men's and women's Maple Organic Zip Hoodies, and an assortment of Canada Day hoodies and sweatpants for his son and daughter.



Cameron Mathison

• **Aspen, CO** – Son of reggae legend Bob Marley and five-time Grammy Award winner **Stephen Marley** loved the renovations at the Aspen Roots location



Stephen Marley



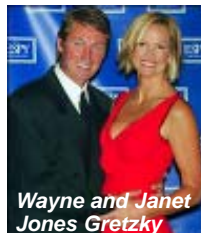
Julia Louis-Dreyfus

and gave the staff backstage passes to his concert when he dropped by with his son. • **Beverly Hills, CA** – The original Daisy Duke on TV's *The Dukes of Hazzard*, **Catherine Bach** shopped at the store, stocking up on several Village bags, among other leather items. – **Janet Jones Gretzky**, wife of hockey superstar Wayne and long-time friend of Roots, picked up more than 20 leather bags as gifts.



Catherine Bach

– *Seinfeld* alum **Julia Louis-Dreyfus** visited the store, picking up the new Midtown Slide.



Wayne and Janet Jones Gretzky

# FINE PRINT

A selection of coverage of Roots in the media



Here are some recent sightings of Roots in the pages of

newspapers and magazines:

- **The Globe and Mail**, June 27. Style Counsel highlights Roots Canada Day tank top, made in Canada with organic cotton blend.
- **Wish**, Summer issue. The Roots Oxford Tote appears in the *Tale of Two Seasons* photo shoot.
- **2 Magazine**, Summer. Roots striped tote featured in the Shopping Pages section.
- **Chatelaine**, July. Spotlight on Roots organic red cotton polo and Chatelaine Bag.
- **Famous magazine**, June. Roots Treetap Wild Rubber tote featured in the "It's so easy being Green" section.
- **Lou Lou Holiday Shopping Guide**, June. Roots Yoga line and the building of new eco-friendly stores offering products like organic cotton and hemp apparel. Also, mentions the Roots Home collection using vegetable-tanned leather, reclaimed wood and organic bamboo and cotton.
- **Lou Lou**, June 16. The Roots Canada Day organic cotton collection for men, women and children is featured in the online Shopping Alerts section available at Roots locations throughout the country in celebration of Canada's birthday.
- **The Globe & Mail**, June 16. Article entitled "Brands on the Run" mentions Roots as one of Canada's top iconic brands.
- **Cadillac Fairview**, June 15. Roots Lawrence Pique Polo and the Norbie Bag featured in the online shopping directory for Father's Day.
- **National Post**, June 14. Roots Eco Automatic Evolution men's watch featured in the Father's Day Gift Guide 'Toys for Dad' section.
- **Globe and Mail**, June 14. Roots Raiders Bag the focus of Leanne Delap's column in the 'Life Style' section.
- **Canadian Living**, June. Article entitled 'The Bright Side' mentions Roots pink leather clutch.
- **Globe and Mail**, June 10. Roots Raiders bag in black organza appears on the cover of the 'Life' section in the 'What a Dad Wants' feature.
- **Frank**, June 6. Roots leather beach bag featured in the 'Can't live without' section.
- **The Hamilton Spectator**, June 3. Article entitled 'Shoppers want to see green efforts in stores, not ads' cites Roots.
- **Le Journal de Montreal, Le Journal de Quebec**, May 31. Article entitled, 'Paying more for a Made in Canada label?' spotlights Roots for the making of its products in Canada. Robert Sarnier is quoted.
- **Edmonton 24 Hours**, May 30, **The Edmonton Sun**, May 29. Mentions Rihanna shopping at Roots in West Edmonton Mall. She bought a pair of shorts and a hoodie and showed interest in the Stop Global Warming bracelets.

– Compiled by Carmela Ledo



# Meet Charlotte



Introducing the **Roots Charlotte Bag**

Shown in Woven Tribe Leather with Peace Charm

Available at **Roots** stores coast to coast and online at [roots.com](http://roots.com)





# ROOTS ON THE CATWALK

2008 spring collection figures prominently in hospital fundraiser

As ongoing supporters of community initiatives, the Roots retail team in Kingston, Ontario recently took part in a fashion show to raise funds for a worthy cause. The Kingston General Hospital Gananoque Auxiliary hosted the event at a hotel in Gananoque, a small town in the heart of the Thousand Islands. The show featured Roots apparel from the 2008 spring/summer collection along with several other brands.

A few weeks earlier, a member of the hospital auxiliary, **Dianne Horan** approached Store Manager **Lance Lakins**

asking if Roots would be a part of the benefit. Lance was thrilled to help the hospital, inviting the models to come into the store to choose outfits that best reflected their personalities. The show incorporated people of all ages, from babies to teenagers to families.

“Being asked to participate in this fashion show was a great honour,” says Lance. “It was a wonderful event which allowed our amazing Roots products to be showcased beautifully for a great cause.”

Founded in 1905, KGH Auxiliary is an important part

of the hospital. The Gananoque branch has raised \$16,000 over the last three years from fashion shows alone.

“The staff at Roots were tremendously helpful,” says Dianne. “We are grateful that they could support the fundraiser and we would like to convey our most sincere thanks.”



Gananoque fashion show participants showed off the latest Roots styles for summer

# AT THE CENTRE OF THE ACTION

Quebec store plays host to Canada's fashion media



With previews of the new Fall/Winter line occurring in Ontario, the Centreville store in downtown Montreal got its chance to premiere the latest collection for the Quebec media.

In mid-June, more than 20 editors from publications such as *Lou Lou*, *Elle Quebec*, *Chatelaine*, *Clin D'oeil*, *Star Inc.* and *Mademoiselle* took part in the morning drop-in event at the St. Catherine Street location.

Roots Co-Founder **Michael**

**Budman**, Regional Director of Quebec **Ginette Fillion** and Empire PR's **Laura Simpson**, were on hand to walk the media through the leather bags, clothing and accessories to be featured in stores in the coming months.

“This year's trunk show focused mostly on our leather bags for fall,” says **Marcel Gingras**, Visual Merchant. “It generated a lot of positive energy from both the press and Roots employees. The most asked question that morning was ‘When are these

items arriving in the stores?’ I thought it was an overwhelming success.”

With so many fashion editors in one room, the consensus overheard during the event was that while Roots is always mindful of the trends in the industry, it has consistently created its own innovative niche, staying true to its values. While the designers have created a modern collection for Fall/Winter 08-09, it still retains the classic timelessness that Roots is known for.

# SOUNDS OF THE EAST

Singer/songwriter performs at 100 Bloor in celebration of South Asian culture

Always one to champion the arts and a sense of community, the Roots flagship store in Toronto in mid-June was the site of a private event celebrating South Asian culture.

In partnership with *Anokhi* magazine, **Karen David** (who graced the cover of the publication's recent fifth anniversary issue) and her backing band entertained the crowd with her Eastern-infused

blend of music. Transforming the store's second floor into a stage with a mix of keyboards and sitar players, the friend of Roots performed tracks from her new EP, *The Live Sessions*.



Karen performing at Roots on Bloor

Catered by the 5<sup>th</sup> Elementt, the event drew more than 300 members of Toronto's large South Asian community (the fastest growing ethnic group in the city) and

drew positive reviews all around.

Born in India, and raised in Toronto, Karen will be the face of upcoming Roots ad campaigns. Currently at work finishing her debut album, *Me Versus Me*, the singer-songwriter also has a promising acting career, appearing in

such films as *Batman Begins*, *The Colour of Magic* and *The Scorpion King 2: Rise of a Warrior*.



*Anokhi* magazine targets today's intellectually hip, brand savvy and socially and politically conscious South Asian woman.

For more information and to hear Karen's latest EP, visit [www.myspace.com/karendavid](http://www.myspace.com/karendavid).





## STARTING LINEUP

*Introducing the people who make it happen at Roots stores*

As part of our continuing series of team pictures of all the stores in the Roots retail family, this issue of *The Source* is shining the spotlight on the Jackson Square store in Hamilton, Ontario. Back row (from l to r): Daisonelle Childs, James Diemert, Gwen Darling. Front row (from l to r): Jolene Andrews, Ralph Rosario and Amber Delaney.

## SPEAK TO MY AGENT

*The littlest customers show their Roots*



Sohrob Jalilian, 14 months, Toronto, ON



Layah, 2 and Erica Atzori, 5  
Woodbridge, ON



Cleopatra Sunflower Rice, 13,  
Chevy Chase, Maryland

Regular readers of *The Source* know that last year, we launched this special feature to showcase photos of children wearing Roots. It grew out of the fact that we often receive unsolicited photos from customers who want to share with us pictures of their children, cousins,

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nieces, nephews, grandchildren, or even pets wearing Roots. They often ask if they could be used in a future advertising campaign for the brand. We can't promise that but we are happy to publish them in *The Source*.

Everyone is welcome to submit their favourite shots to

*The Source* to be considered for publication. Please send your pictures to [photogallery@roots.com](mailto:photogallery@roots.com).

Be sure to include the name and age of each child or pet in the photo, where it was taken and a sentence stating that you agree for the photos to be used in *The Source*.

## GREEN TIP #50

*Easy ways to help the environment*



### MAKING INK FRIENDLIER:

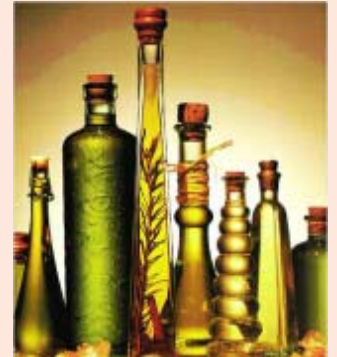
Billions of ink and toner cartridges are thrown away each year. The plastic used to make them are non-biodegradable and as a result, these cartridges sit in a landfill for years without decomposing. The chemicals in them can seep into the soil of landfills and ground water. Eventually, these chemicals get mixed into rivers, lakes and oceans.

Ideally, used printer and toner cartridges should be delivered to recycling centers where the materials in these cartridges are recycled for future use. Office suppliers such as Staples offer ink and toner recycling programs, for people to drop off cartridges at their local store. Grand and Toy provides a pick up service for toner cartridges for its corporate clients.

-Tip submitted by Janice Blair (Roots I.T. Dept.)

## HEALTH TIP #47

*Easy ways to stay healthy*



### THE VALUE OF OLIVE OIL:

Long a staple of the Mediterranean diet, olive oil has been shown to have beneficial effects on blood lipids and may also lower blood pressure. About 60 percent of strokes and 50 percent of heart disease are attributable to high blood pressure, according to the World Health Organization.

According to a recent study, "Olive oil intake is inversely associated with both systolic and diastolic blood pressure."

Translation: Consuming more olive oil is linked with lowered blood pressure. Use olive oil both for cooking and on salads - your blood pressure will thank you.

- Source: *Secrets of Longevity*, by Dr. Maoshing Ni



# NEW & NOTEWORTHY

A guide to just-launched Roots products

## DAWN OF A NEW EMPIRE

Classic men's Polo shirt gets a modern makeover

With hot July weather around the corner, the **Empire Pima Polo** was created with ultimate comfort in mind. Designed by **Dylan Anderson**, Associate Menswear Designer, this staple wardrobe item not only looks great but has an equally superlative feel.

The modern yet simple **Empire Pima Polo** is made of 100% pima cotton making it the softest polo in the spring/summer line. Perfect for the golf course

or office, it has been silicone washed for ultimate comfort. This polo also features a contrast yarn dyed chest stripe with matching contrast paneling. The sleeve is embroidered with the new Roots shield, which will be featured in the upcoming fall season.

Available in white, nautical navy, athletic royal, afterdark and greymix this polo is comfortable and versatile. Sizes: XS-XXL; Retail Price: \$42.



The new Empire Pima Polo is versatile enough to be worn for practically any occasion, transitioning effortlessly from summer to fall

## QUALITY TIME

Get a beautiful, nature-inspired look for your wrist this summer

The Natural Inspirations Watch Collection features vegetable-tanned leather bands and long life batteries. Natural embellishments on watch dials, bands, and crystals combine with rich organic tones of olive, slate, and cocoa to create a beautiful nature-inspired look.

With the purchase of any of the watches in the Natural Inspirations Collection, a portion of the proceeds will be donated to Tree Canada



Roots Founder



Roots Vista Point

to help plant a forest. For Men **Roots Founder** is an updated vintage-inspired watch design with its oversized proportions and interesting subdial detail. Founder is available with vegetable-tanned leather bands in either brown or black. Price: \$125

**Roots Vista Point** is a watch design inspired by nature. The slate dial texture is a reflection of

the outdoors and is available in both charcoal and brown versions. Vista Point comes equipped with luminous hands and markers. Price: \$130

For Women **Roots Zen**

is a distinctive oversized cuff-style watch that features a soft vegetable-tanned leather band. In black or brown, the vintage feeling of this watch is reinforced by the patchwork design and comes with luminous hands. Price: \$115



Roots Zen



Roots Oasis

The **Roots Oasis** has a pretty floral pattern embossed in the genuine leather band and printed on the dial. The Oasis Watch has luminous hands and is available in brown or olive green. Price: \$115

**Roots Blossoms** features an intricate continuous floral pattern embossed on the solid stainless steel bracelet and across the watch crystal. Price: \$120



Roots Blossoms

## GET THE VINTAGE LOOK

A new twist on an old favourite

Following the great success of the basic hoody, Associate Menswear Designer **Dylan Anderson** has put a new spin on the classic Roots sweater. The **Vintage Zip Hoody** is the washed-in version of the basic, featuring two-way zippers and a heavy vintage wash with distressing for softness and style.

The new addition is a functional yet fashionable piece for the summer. The sweater is ideal for warmer weather as it combines a jersey-lined hood and 80/20 cotton/polyester sueded fleece. The soft, light garment includes a large internal printed main label and a distressed print appliqué on the left chest

developed by **Tracy Klem**, Graphic Designer.

The new item is available in nautical navy, burgundy and dark shadow; in sizes XS-XXL and retails for \$69.95.



The Vintage Zip Hoody is a staple of the summer



# Meet the Wovens



## The Roots Woven Tribe Collection

Featuring the Charlotte Bag, Large Torino, Village Bag and Midtown Slide

Available at Roots stores coast to coast and online at [roots.com](http://roots.com)

