

First-Ever
Professional
Women’s Soccer
League
Championship

The Ontario government is investing \$180,000 to support the growth of women’s sport in the province and help deliver Canada’s first professional women’s soccer league championship, the inaugural Northern Super League (NSL) Final at BMO Field in Toronto. Held on November 15, the event is expected to generate over \$12 million in economic activity and attract more than 20,000 people.

“With the emergence of organizations like the Northern Super League, we are witnessing a new era of women’s sports in Canada and our government is proud to support its growth,” said Neil Lumsden, Minister of Sport. “As the NSL’s historic inaugural season reaches its championship finale, it’s not only driving economic growth through sport tourism — it’s also bringing Canadians together and showing young girls across the country that a future career in professional women’s soccer is possible, right here at home.”

The Northern Super League launched in April 2025 by Canadian professional soccer player and proud Team Ontario alumna, Diana Matheson, features six clubs from across Canada, including in Toronto and Ottawa. The NSL Final will cap off a four-day festival celebrating women’s sports, with community events, concerts and conferences. The government’s investment is part of the province’s plan to break down barriers and increase women’s participation in sport.

“The NSL Final is a milestone moment for professional soccer in Canada and we are grateful to the government of Ontario for their support,” said Diana Matheson, Founder and Chief Growth Officer of the Northern Super League. “This investment recognizes the positive impact the NSL Final will have on Toronto and across the province — attracting fans, driving economic activity for local businesses, celebrating the growth of women’s soccer, and highlighting Ontario’s leadership in advancing women in sport.”

Ontario invests more than \$30 million annually in sport and recreation programs, including support for grassroots organizations who are creating opportunities for girls and youth to stay active and healthy and combat gender bias in sport. Funding also supports high-performance athletes through Quest for Gold and major event hosting programs.

Ontario has invested more than \$2.1 million since 2022 to support Canadian Women & Sport and programs like The Next Play, which has trained 488 leaders and engaged 8,200 youth across Ontario in community-based programming.

Since 2018, Ontario’s Sport Hosting Program has invested over \$16 million to help deliver 230 national and international amateur sporting events across the province, including major women’s competitions like the Ford World Women’s Curling Championship, U SPORTS Women’s Hockey and Basketball Nationals, and the WBSC Women’s World Baseball Championship.

Soccer is the highest participation team sport in Canada, with the third-highest number of registered girls and women among FIFA countries.

DURHAM #1
COMMERCIAL
CLEANER
CALL US
TODAY FOR A
FREE QUOTE

We Beat Or Match Competitors Rates
Commercial Cleaning
Where Clean Means Business!



Tired of dusty desks and streaky floors? Let BRL Commercial Cleaning transform your workspace into a spotless sanctuary.

We specialize in:

- Office & Retail Cleaning
- Industrial & Warehouse Maintenance
- Eco-Friendly Products & Practices
- Flexible Scheduling to Fit Your Needs

Your business deserves a clean that impresses. Trust BRL to deliver consistency, quality, and a fresh start—every single time.

Call today for a free quote and let BRL Commercial Cleaning do the dirty work, so you don’t have to.



INSURED, BONDED & TRUSTED
IN DURHAM AND OUNDING
AREAS FOR OVER 20 YEARS

CLEANING 24/7 Available Day or Night -
Experience The Difference - CALL US TODAY

FREE ESTIMATE
905-427-8062
or email info@maid-mart.com or
visit us at www.maid-mart.com

NEWSPRINT VS ONLINE
PUBLISHING

While printing has risen to serve as a prominent form of communication with online publishing speeding quickly to meet the needs of the literate world, there are still, and will remain to be, significant differences between print and on-line publishing. Online and print publishing are significantly different.

What is the difference between
online and print publishing?

Online and print publishing are significantly different. Choosing what medium to publish in depends on such factors as your publishing goals, the amount of money you have to spend, and the kinds of resources that are available to you.

Are print newspapers better than online newspapers?

Here are some of the major benefits and drawbacks of both print and online newspapers. Print newspaper pro: It’s physical. The feeling of a warm newspaper right off the press is one of my favorite feelings, and the fact that a print newspaper can be physically held in your hands is a huge pro for print editions.

The other great thing about print newspaper is that the source is trustworthy and community know. Information in print is more reliable and accurate. Print copies also tend to be more beneficial to advertisers as it gets their product or service right in the hands of the consumer. News print also tends to have a lingering affect as newspaper are not normally read and erased or tossed. Newspaper on the average are seen by 2.5 people per household.

Difference between paid news print paper and free newspapers.

Paid circulation newspapers is the most reliable and effective means of publishing. Paid for newspaper have a captive audience that look forward to getting their copy of the paper on a particular day of the week. Or in some cases daily. Paid circulation have proven through history to be the most effective vehicle for advertisers. Costs, depend on number of copies published and or market reaches. In newsprint you truly get what you paid for.

What is an online newspaper?

An online newspaper (or electronic news or electronic news publication) is the online version of a newspaper, either as a stand-alone publication or as the online version of a printed periodical. Going online created more opportunities for newspapers, such as competing with broadcast journalism in presenting breaking news in a more timely manner. Reputable newspaper have stayed away from offering free online newspaper. Instead, they ask for a subscription to read a version of the newspaper. Normally just news briefs. Online publication, has only taken off in the last 10 years. The reason. Cheap to produce. In general advertisers that rely on this type of media. Their ads never gets notices as most of the advertisers are filed in part of the web page offering the news.

In today’s online climate. Information posted as trusted news outlets must be taken with a grain of salt. Sources are sketchy and reporting at time is skewed towards a political hidden agenda.

The other important thing about online only newspapers is that by their own admittance in not printing hard copy. These online newspaper can’t generate a strong enough readership to justify the printing cost of hard copy.

Economic difference:

In print newspaper only cost \$1.00/wk to \$3.00/wk. Online, newspaper need to be accessed through a computer or smart phone. Internet service needs to be in place. This, for many making it an impossible access as many are economically suffering.

Advertisers:

Like they say. ‘You get what you paid for.’ Online, may be cheaper than in print copy. But you also get what you paid for. In newsprint it goes directly to your customers hands, then it is up to you to offer the right sale to attract them.

Rule of thumb for online advertiser. If the consumer can’t get to your ad in 3 clicks. You lost the interest. In print advertising. Curiosity always has readers coming back. Online, once you closed that page it is gone for ever.

THINK BEFORE YOU ADVERTISE ONLINE

Month-long water cuts in Durham
hamlet from Monday

The Regional Municipality of Durham is placing water conservation measures for users in the Hamlet of Blackstock in the Township of Scugog.

Residents and business owners are asked to stop all non-essential outdoor water use—for example, cleaning driveways or decks, or washing cars.

The measures are in place due to upgrades and construction at the Blackstock municipal well site. The water conservation measures are necessary to maintain adequate water levels to deal with emergencies, including fire protection, said a joint statement.

The measure starts from November 10 to December 11. It may get extended if unfavourable weather conditions may impact the work schedule.

Special efforts are being made to maintain normal water service during this period.