

CENTRAL NEWSPAPER
SUPPORTS
VIMY RIDGE

HONOURING COURAGE. REMEMBERING SACRIFICE.

We remember the bravery of the Canadian forces who fought at Vimy Ridge — a defining moment in Canada's history.

- 🇨🇦 Their courage shaped our country
- 🇨🇦 Their sacrifice will never be forgotten
- 🇨🇦 Their legacy lives on in every generation

We Will Remember Them

THE CENTRAL NEWSPAPER
DURHAM'S INDEPENDENT VOICE

Lest We Forget

Shooting in Peterborough leads to attempted murder charges for Oshawa man

A man from Oshawa is facing attempted murder charges after a shooting in Peterborough. Police say the shooting happened Sunday, March 8 around 4 p.m. at an apartment at 701 George Street North, just south of Parkhill Road. Investigators say two suspects attempted to rob a couple at their apartment. During the robbery police say there was a physical confrontation and a 39-year old woman from Peterborough was shot. The woman was airlifted to hospital and is recovering. On Wednesday around 9:30 p.m. Peterborough police with the help of Durham police arrested one suspect after executing a search warrant on a home in the area of Simcoe Street South and Ritson Road South. During the search of the home investigators found a loaded gun. As a result of the investigation, 23-year-old Chevron Millwood, 23, of Oshawa, is charged with:
 Attempt to Commit Murder Using Firearm x2
 Robbery Using Firearm
 Unauthorized Possession of a Weapon x2
 Possession of Restricted Firearm with Ammunition
 Possession of Firearm Contrary to Prohibition Order x2
 Discharge Firearm with Intent
 The accused was banned in 2024 from possessing any firearms for a period of 10 years and banned from possessing prohibited or restricted firearm, weapon, device, or ammunition for life. Police continue to search for the second suspect. He is described as: Black, male, with a skinny build, wearing a black jacket, grey hoodie with hood up, grey toque, grey backpack, black shoes with blue soles.

TAKE THE THREE SECOND TEST!!!

- Turn to any page in this newspaper.
- Look at any ad for the count of three. Then turn page. Tell me what you remember of that ad or page?
 - Can you recall product?
 - Can you recall phone number?
 - Can you recall what was advertised?
 - Can you recall address?
 - Can you recall company name?
 - Can you recall any pictures?
 - Can you recall any logos?

If little or nothing. You just proven why **BUS ADVERTISING, BILL BOARDS ELECTRONIC ROAD SIDE SIGNS do not work.**

WHY: - Normally when people are driving they are constantly looking around for all kind of safety reasons. Three seconds tends to be the rule for determining decision making. When looking at a bus. People look for safety first then what is actually on the bus. This compounded with the fragmented artwork due to windows and doors. The average person does not truly see the ad. They notice a bus in motion and maybe the color. Not the messages on it. Much like when you turned the page. You could retain some minute detail but not the whole message.

On a billboard. The key to advertising is simplicity. More than two points. The readers will not be able to retain any information. Therefore the sign will be rendered useless.

Electronic road side signs - Same principle. The high color and light affect in many cases even though appealing. It is also very confusing for the mind to retain any information.

Priority is the wow factor of the brightness, (one second). Then word recognition (two seconds). Finally, understanding of what the eye has just witnessed.

These form of advertising do not generally work and can be very costly. The key or purpose for these forms of media to have an impact. It relies on respecting the three second rule.

What this means is that the message has to be contained and clear as for bus advertising. Many try to put too much in a bus that has windows and moving doors. This making the ads look like a badly composed ransom note.

For Electronic road side signs and signs in general. Most advertisers again do not respect the three second rule. Drivers, walkers do not sit there and read signs. They glance and move on. If a service or product is needed. It is highly speculated that they will not have a pen and paper ready to take down the advertisers information.

Online advertising/social media. Online/social media advertisement operates on a three click rule. If your viewer fails to go to the particular interest in three clicks. Viewer will just move on and or 'x' it off. Look at the number of 'Likes'.

Then what is the answer?

- Newsprint advertising has gone through some major transformations in the past 15 years. Those, that failed to adjust have fallen, declared bankruptcy.
- The bottom line is that newsprint advertising has decades of proven success.
- WHY:** People like to have information in their hands. Easy access and simple. Anyone can turn a page. Not everyone can find an online site and or afford internet.
- Information in news print is reliable and comes from a source known in the community.
- Social media has become nothing short of a public toilet. Everyone uses and abuses it. From entities pretending to be reputable companies to the many fraudsters.
- Online information has become unreliable and manipulative as it plays on people's weaknesses.
- There is no value in no cost. With news print. You pay for a subscription to be assured to have reliable information.
- Advertisers, they get what they pay for.
- VALUE.** As newsprint may change but never go away.

Five unique communities. One trusted name.

Chartwell has retirement residences in Pickering, Ajax, Whitby, Oshawa, and Bowmanville—each offering its own unique lifestyle and setting. From peaceful greenspace and vibrant social life to urban convenience and personalized care, there's a welcoming Chartwell community perfect for your loved one in your preferred Durham neighbourhood.

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105 Queen Street, Bowmanville | 289-223-4936
- CHARTWELL WYNFIELD**
431 Woodmount Drive, Oshawa | 289-634-7776
- CHARTWELL PICKERING CITY CENTRE**
1801 Valley Farm Road, Pickering | 289-631-1944
- CHARTWELL COLONIAL**
101 Manning Road, Whitby | 289-638-3531



VISIT TODAY FOR A PERSONALIZED QUOTE!



Juanita Nathan

"Nourishing minds, strengthening souls."
 Today I had the honour of visiting the Ramadan Meal Program at Ontario Tech University. Since 1995, Dr. Yasmeen Siddiqui has poured her heart into ensuring that Muslim students on campus never have to face the sacred month of Ramadan alone. What began as a humble offering has grown into something extraordinary, free, nourishing meals provided to students who are fasting, often far from home for the very first time, balancing the weight of academics, faith, and daily life all at once. University is hard. Fasting is a deeply personal act of devotion. And being away from the comfort of family during one of the most meaningful months of the year can be isolating. Dr. Siddiqui saw that need, and for over three decades, she has shown up, every single Ramadan, to make sure no student breaks their fast feeling forgotten. As we head into Eid, this visit is a beautiful reminder that the spirit of Ramadan - generosity, compassion, and community, lives all around us, including right here in Durham Region. To Dr. Siddiqui, the volunteers, and everyone who has supported this program over the years: Thank you. You are making a real difference in the lives of our young people.

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