



# EDMONTON TOY RUN ASSOCIATION

Making a difference in the lives of children since 1984

## NEWSLETTER

Issue #11 - February/March 2026

### Santa's Mailbag

Can you believe it? Motorcycle season is only about **60 days away**. We've made it through another stretch of Alberta's deep winter, and we're finally heading toward an incredible season of riding.

I hope you've been putting the off-season to good use — planning trips, dreaming up new routes, and maybe even making a few upgrades to your bike.

Here are some key events to mark on your calendar:

**YEG Motorcycle Show: April 9–12** • **Edmonton Toy Run presents BC/DC: April 11 at Blackjacks** Tickets are limited, so grab yours early. All proceeds go directly to the Edmonton Toy Run. The night will include both silent and live auctions, and we welcome donated items if you have something to contribute. Last year's show sold out, so don't wait. Visit Blackjacks for tickets: <https://blackjacksroadhouse.com/events/>

We're also excited to host a full series of bike nights this year, along with our **Annual Poker Run on August 15**.

And of course, the heart of our season: **The 43rd Annual Edmonton Toy Run — Sunday, September 20**. We can't wait to see you there.

Tickets are still available for our new raffle. Imagine winning **AC/DC floor seats at Commonwealth Stadium for just \$10**. Get your tickets at [www.edmontontoyrun.org](http://www.edmontontoyrun.org).

In my last newsletter, I shared a wish that each of you would help spread the word about the Edmonton Toy Run. Invite your friends, family, and riding partners to our events. Encourage them to participate and support our initiatives. Growing our community is the only way we can continue to expand our impact. We are often looking for volunteers at our year-round events. If you can help, please reach out and let us know!!

Stay tuned for the next issue, where we'll cover preseason checks, getting your motorcycle ready to ride, and a major announcement you won't want to miss.

**Jay Padilla**  
Planning Committee Chair  
[www.edmontontoyrun.org](http://www.edmontontoyrun.org)

# Don't Miss Out!

Last year's concert event was a great success with fun for all!

Get your tickets today before it is too late.



## Featured Rider(s)/Business

Featuring Jacquie Fenske, Owner and Operator of Fifendekel Pie Shop Cafe-A Proud Sponsor of The Edmonton Toy Run!!



Jacquie, can you share with our membership what inspired you as a local restaurant and pie shop owner to support this charity event?

As a Fifendekel family we have been kid focused from the onset. Our children have celebrated many occasions at Fifendekel. Now that they are grown we like to live vicariously through our staff and create events for their children. Not every child is as lucky as ours have been. There is no purer joy than the joy on a child's face.

As a strong supporter of The Edmonton Toy Run, how do you see your business strengthening community ties through supporting the Edmonton Toy Run?

Raising awareness and giving people an option to do something positive is what our partnership with the Edmonton Toy Run and those who have a common experience are community.

Can you share how sponsoring The Edmonton Toy Run aligns with your values and the story of your business?

As I said our business has been based on family and as a family we have always found a way to support community events that are based on children and families.

What impact do you hope this sponsorship will have on both

your business and the local Community?

Our business benefits by raising awareness that we provide fresh and tasty food options at four locations in Edmonton. And awareness of the Edmonton Toy Run to our customers will hopefully lead to more toys for kids... and more joy.

**Beyond providing financial or product support, in what other ways do you interact with or contribute to community events, like The Edmonton Toy Run?**

We have donated items to events. We have provided space for organizations to meet.

**Do you offer any special promotions or unique pie flavors during the event that reflect your business's personality?**

We haven't thought about doing promotions during the event. We will have to give it some thought!

**As a small business owner, what personal experiences have shaped your interest in supporting The Edmonton Toy Run's charitable initiatives?**

Our connection with the Edmonton Toy Run has a great deal to do with the people who represent your organization. Jay and Hazel are personalities that we would go out of the way to support them and their projects. We love their creativity. We love their enthusiasm for life and for the great things the Toy Run has done in the region. Besides, who doesn't love motorcycles??

**Could you share a story of how community support has impacted your business or your outlook as an entrepreneur?**

We would encourage businesses to support charity events like the Edmonton Toy Run because it is

important to give back. Our staff get excited when they know we have a small part in charity events because they know it makes a difference and it makes them proud.

**Jacquie, would you please share something interesting, fun, and unique about your business that our members might enjoy knowing about it?**

People often wonder what our name means. It was a nickname in my mom's family used when my uncles were up to no good or a little mischievous. One year I calculated how many apples we peeled for our apple pies. I don't remember that number except it was tens of thousands. We roast the beef and turkey for your sandwiches in our ovens. Our most popular items are roast turkey sandwiches and apple pies. We opened our doors in 1983 on February 1 serving ice cream. It was a slow start to business until summer arrived. We would have guys come from the race track and order a whole pie each and ask for a fork and proceed to eat the entire pie.

Thank you, Jacquie Fenske for taking the time to share with us more about your business, Fifendekel and how your collaboration with The Edmonton Toy Run has become an important cornerstone in the important work we do together to support the children within our communities!

Your Edmonton Toy Run Executive Members

Every month, we try to feature a rider or business within the community. Do you know of an individual, either in the biking or car world, or a business you would like to see featured? Would you like to be featured in our next newsletter? Send an email to: [Edmontontoyrun@gmail.com](mailto:Edmontontoyrun@gmail.com)

## Bursary

Did you know the Edmonton Toy Run has a bursary that is available for anyone who is applying for post-secondary education?

Applications are now being accepted. Click on the link below for more information and to access the 2026 Bursary Package.

<https://edmontontoyrun.org/bursary-1>

Deadline to apply is August 20th, 2026

## Sponsorship

Every year, our sponsors play a big part in what we do by donating to a great cause.

If you would like to become a sponsor or know of a business or individual that would like to become a sponsor, please let us know by sending an email to [Edmontontoyrun@gmail.com](mailto:Edmontontoyrun@gmail.com)



## Reminder!!!!

2026 Memberships are now available!

Renewals are still only \$15

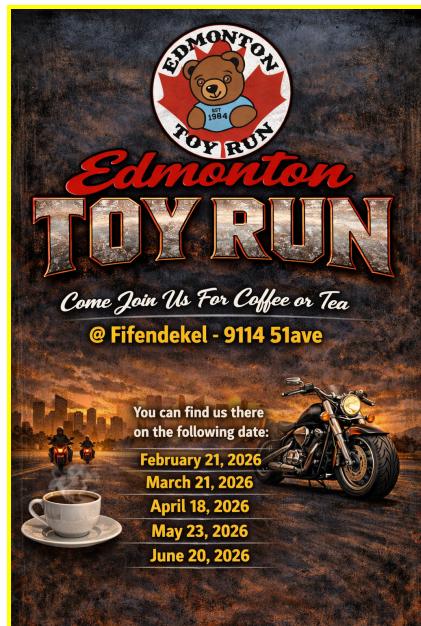
New Memberships are \$25

Available through the website:

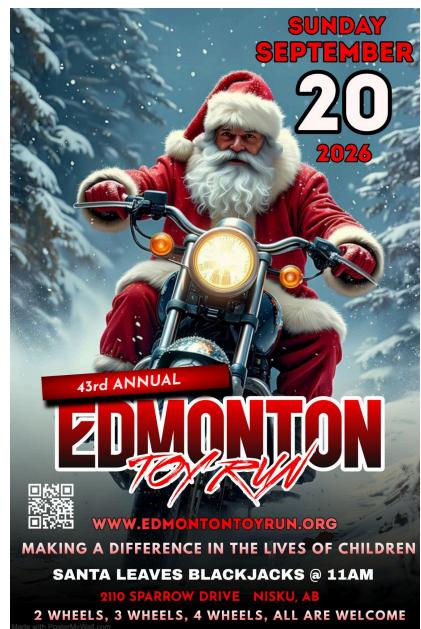
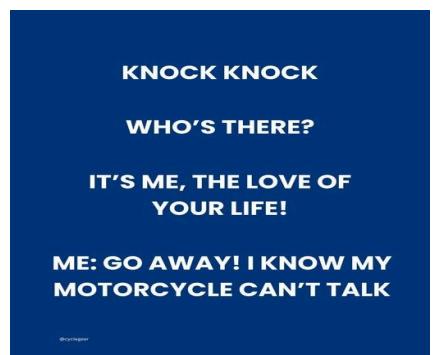
<https://edmontontoyrun.org/memberships>

## Last Month's Event Recap:

We had our first Toy Run Coffee Meet-up in December. This will be happening once a month at Fifendekel on 51 Ave. (see ad) If you mention Edmonton Toy Run you will receive a free tea or coffee between 9 am & 11 am. While there, enter the draw for a chance to win a \$25 Fifendekel Gift Card. Be sure to join us for the next one in February.



## Dad Joke:



## Upcoming Events by Edmonton Toy Run

February 21, 2026 - Coffee Meet-up @ Fifendekel(51 Ave)  
March 21, 2026 - Coffee Meet-up @ Fifendekel(51 Ave)  
April 9 -12 - YEG Motorcycle Show  
April 11, 2026 - BC/DC Fundraiser @ Blackjacks  
April 18, 20216 - Coffee Meet-up @ Fifendekel(51 Ave)  
May 23, 2026 - Coffee Meet-up @ Fifendekel(51 Ave)  
June, 20 2026 - Coffee Meet-up @ Fifendekel(51 Ave)

June 23, 2026 - Bike Night @ Blackjacks  
July 28, 2026 - Bike Night @ Blackjacks  
August 15, 2026 - 3rd Annual Poker Rally  
August 25, 2025 - Bike Night @ Blackjacks  
September 15, 2025 - Bike Night @ Blackjacks  
September 20, 2026 - 43rd Annual Toy Run

Check out our web page for even more events!  
<https://edmontontoyrun.org/event-calendar->

## Volunteers Needed!

The Edmonton Toy Run is always in need of volunteers to help with our events. We would welcome your help at one or all of our events.

### Events That Need Help

#### Bike Nights

The next night is June 23rd  
Help is needed with setup/tear down  
Directing parking  
Tent and building monitors  
(basically to remind people not to exit the tent/building with alcohol)  
50/50 sales

#### Poker Rally

Next Event August 15th, 2026  
Help is needed with setup/tear down  
Food prep and/or service  
50/50 sales  
Registration Desk  
Check point monitor

#### Main Event – Annual Toy Run

##### September 20th, 2026

Signage set-up and/or take down.  
Set-up is the night before the event, and take-down is directly after the event.  
Set up/tear down at the starting point (Blackjacks Roadhouse)  
Set up/tear down at endpoint (Edmonton Inn and Convention Centre)  
Directing Parking  
50/50 sales  
Toy collection

#### Annual YEG Motorbike Show -

##### April 9th - 12th 2026

Set up and/or tear down the booth

Booth coverage (minimum three-hour shift)

#### BC/DC Concert at Blackjacks

##### Roadhouse April 11th, 2026

Door coverage  
Set up/tear down silent auction  
50/50 tickets

#### We also need people to help with:

Deliver/pick up toy collection boxes

Sponsorship – we need people to help obtain event sponsorship  
Promotion – can you help with PR

#### We can be reached at:

[edmontontoyrun@gmail.com](mailto:edmontontoyrun@gmail.com)

## 2025 Committee Members:

Jay Padilla, Hazel Gillis, Heather Gillis, Nevin Kublik, Landon Kublik, Gabe Barrington-Moss, Nik Hewlett, Denise Chenier, Daphne Dowbush, David Dowbush, Freya Giroux

## Contact Information:

Edmonton Toy Run: [edmontontoyrun@gmail.com](mailto:edmontontoyrun@gmail.com)

## Links to Edmonton Toy Run:



**Get You 2026 Membership through the website @**  
**<https://edmontontoyrun.org/memberships>**