Week Of Welcome: Mainstage
Until Friday, Sept 5
Free with OneCard
Our university’s buck-to-school beer gardens can be frustrating. Long lines to get in and pricey liquor tickets make for a less than ideal situation when all you want is a nice patch of grass to sit on while you get comfortably day-drunk. Its redeeming factor is, usually, the music – and thank god. Your friendly neighborhood Students’ Union has set up a decent lineup this year, including local love Christian Hansen and deep-paw aficionado, Lights. Just budget a bit of time before your favourite band to make sure you can actually get into your OneCard, so you don’t have to watch (and weep) from that treacherous beer garden line.

Week Of Welcome: Free Pancake Breakfast
Until Friday, Sept 5 at 6 a.m.
CSC patio
If you’re a new-to-university adult and your room’s cooking breakfast resolutions, you’re not as lucky as the rest of us. The Students’ Union is looking out for those of us still lingering for the comfort of a home-cooked meal to hold us through the spooky first days of school. The breakfast starts at 6 a.m. and goes until they run out of pancakes, so just make sure to show up early.

Week Of Welcome: Headphone Disco
Saturday, Sept 7 at 7 p.m.
Quad
$10 at ticketfly.com, $15 at door
As Week Of Welcome comes to a close, the reality of the school year starts to become all too real. Gone are the days of skipping class to drink beers in Quad, and the threat of snow is increasingly looming. Solution: dance your problems away. Up early one last time before the madness of Fall semester begins. At the disco, guests are given a pair of headphones, which are connected to the DJs spinning platinum hits. The result? A “silent disco” that looks hi-tech when you’re watching without headphones, but probably pretty cool if you’re actually wearing headphones. The Headphone Disco sold out Thunderdome lounge last year – this year, though, they’re moving the party to Quad, with room for 300 guests.

Gigli
Tuesday, Sept 9 at 7 p.m.
Garnell Theatre (672 109 St)
Starring Ben Affleck, Jennifer Lopez
Gigli is perhaps one of the most iconic films of the early 2000s – not because of its artistic depth or messaging, but because of its sheer terribly-ness. The non-rom, which sees a slotty modem try to kidnap someone and fall in love with a badass lesbian, has earned basically every accolade available to the genre. It cleansed the Razzies the year it came out, being nominated for nine “awards” and winning six: Worst Picture, Worst Actor, Worst Actress, Worst Director, Worst Screenplay and Worst Couple. To top it all off, it was pulled out of American theatres after just three weeks, and earned a ringingwert of $65 million in the States. Metro is presenting this delightfully horrific film as part of its “Turkey Shoot” series, which celebrates a terrible movie each month.

Juicing the Way to a Healthier Edmonton
Revojuiceinary creates organic juice cleanses while maintaining transparency and sustainability
Kieran Chylyer
ARTS & CULTURE EDITOR | JUICEJuicery
Mike McGlinn has three juicing commandments - we will not compromise on: 100% organic, locally sourced and cold-pressed.
McGlinn, a soon-to-be political science grad of the University of Alberta, has recently created Edmonton-based juicing company, Revojuiceinary. Along with partners Danielle Deschamps and Mark Cormier, he has taken four months to bring the company from a dream to reality.

“While I wasn’t studying health in school, I had a lot of interest in the health community and I noticed in Edmonton that what we created with Revojuiceinary: in regards to the product, was not in existence,” he says. Edmonton definitely has its share of juicers, but Revojuiceinary strives to be unique through their unwillingness to compromise on their value set in exchange for higher profit margins. From meeting sustainability goals by packaging products in recyclable glass, to being as transparent as possible about why their juices cost a pricey $6 per bottle, the company has high expectations for itself.

“Money goals are more so to put forth a message, see how people receive it, and show the business world that this model is sustainable.”

Luckily, Revojuiceinary has already found ways to meet those expectations, and surpass those of the average consumer. All of the vegetables needed to make the juices come from The Organic Box, a service that delivers organic produce delivered right to customers’ doorsteps.

As The Organic Box also sources its vegetables from a mix of local farms and their company farm in British Columbia, Revojuiceinary is also 90% per cent locally sourced. The only ingredients that can’t be grown in Canada are ginger and turmeric, which are considered very important to the juicing process to cut bitterness of some of the leafy greens.

They have also purchased a Norwalk juicer, keeping to their cold-pressed standards. Cold pressed is a method of juicing that allows less oxidation of the juice in the process, making the nutrients more abundant in the finished product. This is valuable when doing a Revojuiceinary cleanse, as the drinker is attempting to load as many nutrients as possible into the body with each juice.

The cleanse itself contains either six or eight juices, based on the package purchased from their website. McGlinn notes that the cleansing process mirrors the fasting practice found in many cultures across the globe, be it spiritual or an aid to the immune system. Revojuiceinary has taken these practices and applied them to their cleansing system.

“You have time to get rid of what it isn’t looking for any more and doesn’t focus on digestion so you can process and get rid of what your body doesn’t need,” he says. The idea behind juicing is that there’s no fibre and it’s pure micronutrients...and very little protein and sugar, your body has to do (to do) work.”

The juices are designed to load the body with nutrients and net an inordinate amount of sugar (as most juices found in the supermarket tend to do), so they can be difficult for the inexperienced juicer to drink. Revojuiceinary currently makes five juices, and all have been selected to work together as a strong cleanse.

“We initially had plans for more ‘fun juice’ in terms of a little sweeter and easier for people to take in their first time,” he says. But our priority was if people wanted to cleanse, they would get a strong cleanse. So that’s what we did for the first set of juices.”

What differentiates Revojuiceinary further is their determination to unify a successful business with social activism, a venture not often chased in the traditional business model.

As a prominent member of the University of Alberta’s Student Umbrella for Social Justice, McGlinn is determined to prove that a business can marry capitalism with activism. From exposing clients to the Revojuiceinary book club (whose first discussion is Judith Butler’s Gender Trouble) to simply uploading their goal to be completely transparent, Revojuiceinary is proving that the traditional business model is not necessary to success.

“So we want to be as transparent as possible. If someone says, ‘Well this juice costs $5.95 to make but you’re charging me, that’s too much,’ we can say, ‘Well that’s what we need to charge to be sustainable and that’s what we’re going to propose,” he explains. “We will eventually try adding scale pricing and see how people react. It’s gonna be fun.”

McGlinn is determined that these little glass jars of juice will challenge the traditional business model in a big way while also helping Edmontonians get a hearty dose of fruits and vegetables.

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