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**Editor-in-Chief**  
Faizan Haq

**Executive Editor**  
Brittany Maxwell

**Copy Editor**  
Katy Siwirski

**Contributors**  
Katy Siwirski  
Brandi Aurelio

**Graphic Design**  
SunSpin Media

**Staff Writers**

Lauren Antkowiak  
Canny Savanney  
Diane Woolverton  
Webster Tilton  
Shahneel Ahmed  
Oliver Clarke  
Brandi Aurelio  
Katy Siwirski  
Susanna Schenk

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**Editorial Submissions:** [brittanym@yourHWH.com](mailto:brittanym@yourHWH.com)

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# Our Mission

Your Health, Wealth & Happiness explores the truth and facts not only within, but beyond the confines of your health, personal wealth, and individual happiness. We have one goal; to bring you the information you need to live a healthy, wealthy, and happy life. We find simple tricks to improve your health, and long term goals to stay on top of it. In this new age of ever expanding technology, there is an endless supply of new recipes, health care improvements, new operations, machines, vaccines, cures, research, even robots, and more. Keeping on top of Your HWH is crucial to living the best life possible. Cheers to growing a more healthy, wealthy, and happy lifestyle.

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# Breast Cancer Awareness

By Diane Woolverton

October is Breast Cancer Awareness month. The National Cancer Institute estimates that there are over 200,000 new cases of breast cancer in 2010 alone and over 39,000 deaths.

Breast cancer is claiming the lives of too many of our women. We are losing friends, sisters, aunts, and mothers to this disease. We owe it to ourselves and our loved ones to make sure we are doing everything possible to help prevent breast cancer from invading our lives.

While many risk factors that cause breast cancer can be avoided others cannot. We can help to prevent breast cancer by changing our lifestyle, maintaining healthy eating habits, exercising, maintaining a healthy weight, and quitting smoking can all help to reduce our risk factors.

Other risk factors can be prolonged use of alcohol, and hormone replacement therapies. Knowing the health history of the females in our family, also known as genetic risks can help determine whether you are at an increased risk for possible breast cancers.

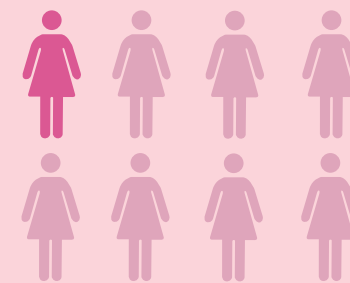
The last two preventative measures we can take are to

perform a monthly self-exam on our breasts to detect any palpable lumps. Another is to have a routine mammogram as recommended by our doctor.

To make sure you are doing everything you can to keep your breasts healthy schedule an appointment with one of the physicians at WNY Medical, PC at 4979 Harlem Road in Amherst. Call us at 923-4383. Don't wait to call. Your health and even your life may depend on it.



# Breast Cancer



1 in 8 women in the U.S. will be diagnosed with Breast Cancer in her lifetime.



Breast Cancer is the most commonly diagnosed cancer in women.



Breast Cancer is the second leading cause of cancer death among women.

In 2018, an estimated 266,120 new cases of invasive Breast Cancer are expected to be diagnosed in Women in the U.S., along with 63,960 new cases of non-invasive.



About 2,550 new cases on invasive Breast Cancer are expected to be diagnosed in men in 2018. A man's lifetime risk of Breast Cancer in 1 in 1,000.

There are more than 3.1 million women with a history of Breast Cancer in the U.S., including women currently being treated and women who have finished treatment.



A woman's risk of Breast Cancer nearly doubles if she has a first-degree relative (mother, sister, daughter) who has been diagnosed with Breast Cancer.

About 85% of Breast Cancer occurs in woman who have no history of Breast Cancer.



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In the six years that the ECMC Foundation's Mobile Mammography Coach has brought lifesaving mammograms out into our community, we've screened more than 18,000 of Western New York's mothers, sisters, daughters, and friends, saving lives and building a healthier community through better access. Thank you to our team of specialists for providing this critical care, and to our partners for making all we do possible.

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Vivian L. Lindfield, MD, FACS



## Why Should You Have a Mammogram?

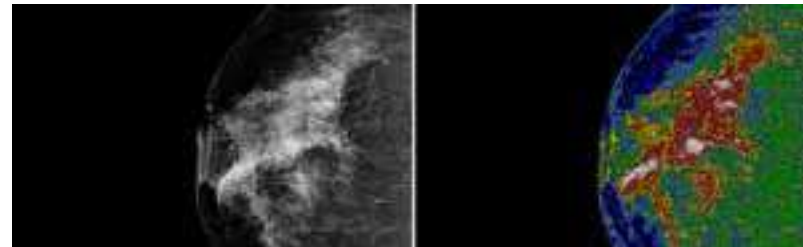
By Shahneel Ahmed

A mammogram is an x-ray picture of the breast. There are screening mammograms, and diagnostic mammograms. Screening mammograms are used to check for breast cancer in women who have no signs or symptoms. These mammograms can detect tumors in the breast that cannot be felt. Diagnostic mammograms are used to check for breast cancer after a lump and/or other symptoms have been found. These mammograms are also used to evaluate changes found during a screening mammogram and/or when a screening mammogram is unable to give a clear image.

Some signs of breast cancer include lump(s), breast pain, thickening of the skin of the breast, nipple discharge, and/or change in breast size or shape. The same machines are used to perform both screening and diagnostic mammograms. However, diagnostic mammograms take longer and use a higher dose of radiation. Screening mammograms are the key to the early detection of breast cancer. Early detection leads to the beginning of treatment early in the course of the disease. Women 40 and older are recommended to have screening mammograms every 1 to 2 years. Women younger than 40 who have risk factors for breast cancer, such as family history, should ask their healthcare provider whether mammograms are recommended.

A screening mammogram involves undressing from the waist up. The technologist will position your breasts on the plate of the machine. Obtaining a high-quality picture requires the flattening of the breasts. The upper plate of the machine is lowered to compress the breast. This compression only lasts for a few seconds. The entire mammogram takes approximately 20 minutes.

According to The American College of Radiology, mammography has helped reduce breast cancer mortality in the United States by 40% since 1990. Annual screening mammograms can detect cancer early, when it is most treatable. In addition, mammograms may show changes in the breast up to two years before a patient or healthcare provider can feel them. Thus, mammograms are an essential part in taking care of yourself and your body.



## The Flu is No Joke

By Katy Siwirski

The influenza virus, also known as the flu, is a highly contagious respiratory illness that is caused by viral infections to the nose, throat, and sometimes lungs. Compared to a cold, the flu usually comes on suddenly. It can be best prevented by receiving a flu vaccine every year. Symptoms of the flu include a cough, sore throat, runny or stuffy nose, body aches, headache, chills, fatigue, and possible diarrhea and vomiting. It is important to note that not everybody with the flu will have a fever. Experts believe the flu is spread by tiny droplets made when sick individuals cough, sneeze, or talk. You may also touch a surface or object that an infected person came in contact with, and then proceed to touch your mouth, nose, or eyes. It is important to take the flu seriously, and there is one simple step to take to prevent this terrible illness.

The influenza pandemic of 1918 killed more people than World War 1, so it is crucial to take this illness seriously. You may think, "Oh, I won't catch the flu. I don't need to get my vaccine!" Well, that is far from true. During 2017, I failed to get my flu shot. I ended up with 2 or 3 nasty respiratory and sinus infections, causing many trips to the doctor. Mother Mikalee Byerman failed to provide her children with their flu vaccines during the 2017 season, and one of her children paid the price for this by being hospitalized. "I was 'too busy' juggling all the stuff of single mommyhood — kids' crazy schedules, career, marketing my book, setting up speaking engagements, planning a surprise vacation for my family, taking care of all the day-to-day stuff — all things that seem so trivial now, that I completely overlooked something that could have prevented all this pain and suffering. Luckily, there should be no long-term medical issues though, and again, I couldn't be more grateful for that."

Mikalee also makes a crucial point that has been argued frequently. The flu vaccine does not give you the flu! "If you happen to get the flu right after getting the shot, that's quite the unfortunate coincidence, but keep this in mind: It takes only one to four days for symptoms to appear after you contract the flu and it takes up to two weeks for the body to build antibodies. So if you get the flu within these windows, chances are you already had the flu and/or your body wasn't fully protected."

It is easy to prevent the flu, and it is important to take that simple step to avoid a time frame of sickness and agony. Take the time to talk to your primary doctor, and go get your flu vaccine. If you do not have a primary doctor, many pharmacies and medical facilities offer the flu shot for free. Don't become a statistic, stay healthy, and avoid the flu!



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## Your Next Investment: Nvidia

By Webster Tilton

Given the price of video games it would be an obvious tip to invest in one of the bigger, more successful game studios; or at least whatever holding company owns them. A somewhat less obvious tip would be to invest in the upstream support industry that makes the playing of such games possible.

Nvidia (NVDA) was the best performing stock in the S&B 500 during 2016 during the bitcoin mining craze. The stock went even higher in 2017 and it's poised to go higher now. The bitcoin mining bonanza may be over but it awakened people to the usefulness of Nvidia's semiconductors in arenas other than video gaming.

Nvidia is now taken much more seriously as a manufacturer of high end processing hardware and their products will be increasingly in demand by everyone from gamers, to bitcoin miners (yes, even still), to digital artists, scientific research, and even the automotive industry.

Any business that requires the quick processing of huge volumes of digital data will be someone that is interested in Nvidia's product line. And they are well positioned to take advantage of this increased demand. Other sectors that can make use of

Nvidia's chips are intelligence, law enforcement, economics, cybersecurity and medicine.

As gaming becomes a bigger and bigger deal on smartphones, we may begin to see higher end phones boasting Nvidia graphics chips marketed to the well moneyed gaming crowd. The possibilities are limitless, and as more and more possibilities are discovered the value of the chip maker goes up and up and up. This is a stock you should seriously consider.



## Spooktacular Halloween Savings

By Canney Savanney

When throwing parties, no matter what time of year it is, it can be eerily expensive. The most frightening part of it is looking at your statement when it comes in the following month. Fear not! The secrets have been shared to us from some ghoulish ghouls that let it slip from beyond the grave.

### 1. Use What You Already Have

It seems like a given, but, amongst the beautiful chaos that comes with any event planning, you forget to do the very basics. Put the brakes on for a minute and assess your current inventory. For example, are you thinking of doing a creepy crawly discovery bag? Spaghetti is your best bet for imitating worms for the little ones.

### 2. Check with Your Local Grocery Chain for Discounted Tickets

It typically costs money to do fun fall festivities. However, grocery chains and restaurants know that, and they have some of those activities tickets available for less than what you would pay at the door. Next time you are in a super market or fast food chain, check at the customer service desk or

cash register about any holiday or special events promotional tickets. Usually, they will already have a flyer or brochure set out talking about the events.

### 3. Create Your Own Costume

You don't always need to buy a costume for the holidays. Be creative! As long as you don't have to modify your clothes too much for the costume, chances are, you will be able to reuse the piece once the holiday passes. Plus, it is fun to think outside the box and get crafty for a change! If you're not crafty and do not want to spend a lot, check out a couple of your local thrift shops. There is always something you can put together there from donations by people over the years.

Take all these points into consideration and fly away on your broom with these saving ideas into the night sky. Remember, you do not need to go overboard for any holiday. Make the best of it and remember to have fun!

If you have something you would like your Savvy Shopper to write for next month send your ideas to [submit@yourhwh.com](mailto:submit@yourhwh.com).

## Are You Prepared for an Emergency?

By Brandi Aurelio

Nobody wants to think of the possibility of a financial emergency occurring to them. But unfortunately, life does happen and you could find yourself in a sticky situation one day. Are you and your family prepared if something like an illness, property damage, job loss or something else that could be financially devastating occurs? What would you do to remain financially stable if something does occur? The Bank of America has four tips for helping you and your loved ones to remain protected while building your emergency fund.

### 1.) Think through how you might cut expenses quickly

An easy way to quickly build an emergency fund is to cut unnecessary costs where you can. That means cutting back on the take-out and extra lattes each week! Cancel services that you no longer need like a gym membership that you are no longer using. Making these small changes will add up. By freeing up those extra costs, you can then begin growing an emergency fund.

### 2.) Make sure you have available credit

Having some available credit could be life-saving in a financial crisis. An emergency credit card could be exactly what you need. Just having that security to fall back on could relieve the stress that you have been carrying.

Make sure to check interest rates before applying for a card. Some interest rates can get out of hand at times. Make sure you get the lowest annual percentage possible. Also, when you use the card, be sure to begin paying off that debt as soon as possible. You don't want a large debt looming over your head!

### 3.) Understand the risks of relying on retirement accounts

Your 401(k) may look awfully tempting when you are strapped for cash, but remember that tapping into that could drastically impact your future retirement goals. Before you dipping into that fund, consider the pros and cons.

If you do end up borrowing from your 401(k), remember that you will owe interest as you pay it back. Don't forget, if you withdraw before the age of 59.5 you will trigger an additional 10% tax on top of the regular tax you would already have to pay. Those are some factors to consider beforehand.

### 4.) Help protect yourself with insurance

There are four key types of insurance to consider.

#### a.) Disability insurance

This is financial protection if something such as an injury or illness cause you to need time off of work. The insurance typically replaces part of your income, which is still helpful in those situations.

#### b.) Home insurance

Home insurance is usually required by the bank that is holding your mortgages. This will typically cover damage to your home caused by fires and some natural disasters, but not all. Renters should consider getting insurance as well for some protection.

#### c.) Life insurance

When considering life insurance, before setting a price, think of how much your beneficiaries might need. Every families' needs are different. Generally, think of choosing insurance equal to 7 to 10 years of income.

#### d.) Health insurance

Consider signing up for health insurance that is available through your workplace. If not, then consider purchasing some through an insurance company. If you fall ill, get injured, or need any sort of emergency visit to a doctor's office or hospital, insurance could be a life saver in terms of your finances. Getting sick without insurance is not cheap!



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## Kitties in the City: The Purrfect Cafe

By Oliver Clarke

After overcoming a cancer diagnosis, Jessica Brandon traveled through Europe, where she stumbled upon her first cat café in Scotland. She was immediately taken by the idea, having always dreamed of having a job that allowed her to have her pets nearby. There were some challenges; she was entirely new to the business, and so was the city of Buffalo. Jessica did extensive research, learning from cat café owners around the world. The city, meanwhile, had to figure out what kind of permits were needed for such a unique operation. However, she has achieved her dream, and now Purrfect Café is open for business at 1507 and 1509 Hertel Avenue!

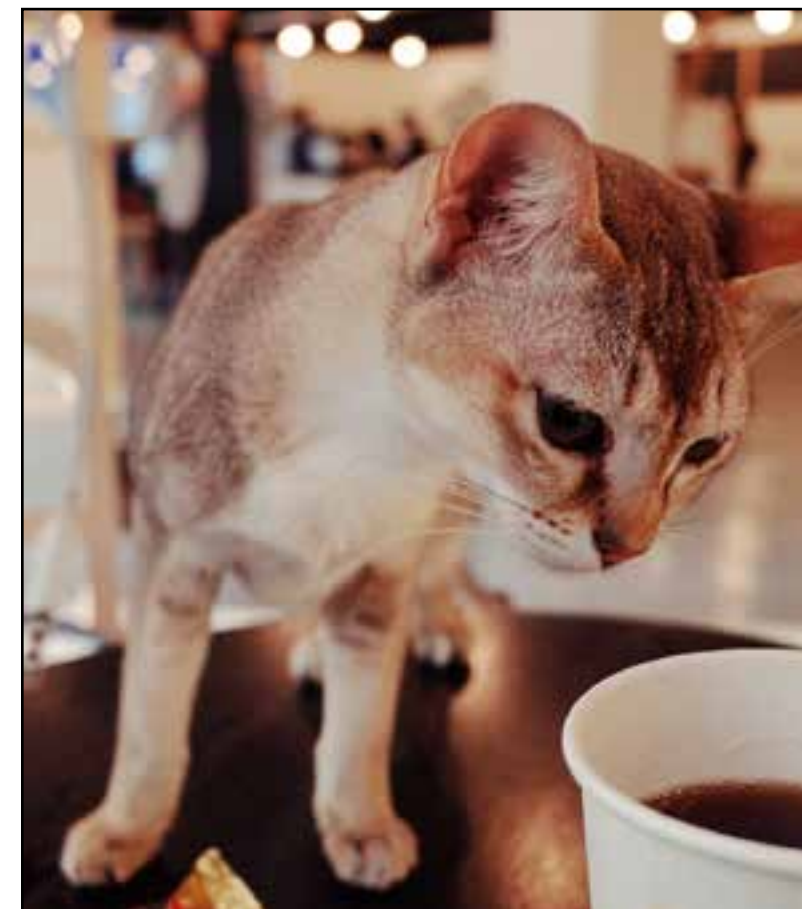
Purrfect Café is a haven for social kitties and cat-lovers alike. The atmosphere is bright and fresh, filled with places for both humans and felines to lounge and play. Jessica herself made the hammocks and climbing spots on the walls for the cats to explore. Some of the cats are her own rescues, but many are provided by the Ten Lives Club, carefully selected for their friendly dispositions towards strangers and other cats. Any cat or kitten with a paper collar is adoptable, and indeed, since the café opened on August 18th, they've already had one adoption, and have another in the works. The café is not, however, primarily an adoption center; it's a place to enjoy furry companionship without the pressure to choose one like there would be at a shelter.

"Café" does not fully describe the business, as in about two months, 1509 Hertel will open as a full-service restaurant, with

options catering to vegetarian, vegan, and gluten-free diets, and an alcohol license. Customers can order from either side, pop through the adjoining door to pick up their food from the restaurant side, and enjoy their meal alone, or on the cat side with a whiskered feline. Additionally, Purrfect Café has just started hosting Children's Storybook Hour, where small children—usually banned in the café—can learn how to safely handle cats, and can listen to a story. Soon, they will have kitty yoga and kitty craft nights. After another year or so, Jessica aims to open a second location, ideally in the Southtowns. With how positive the response from the community has been, this does not seem out of reach.

It's impossible not to fall in love after stepping through the door. Each café's dozen cats enjoys attention, and the charismatic kitten Lucy Lee is especially fond of falling asleep in someone's arms. Meanwhile, young brothers Malfoy and Muggle are a bit more on the playful side, and there are plenty of toys around to help entertain them.

If you've had a stressful week, do yourself a favor and head to Purrfect Café's website or Facebook page to make a reservation, or just walk in.



## THE COLLECTIVE NEWS

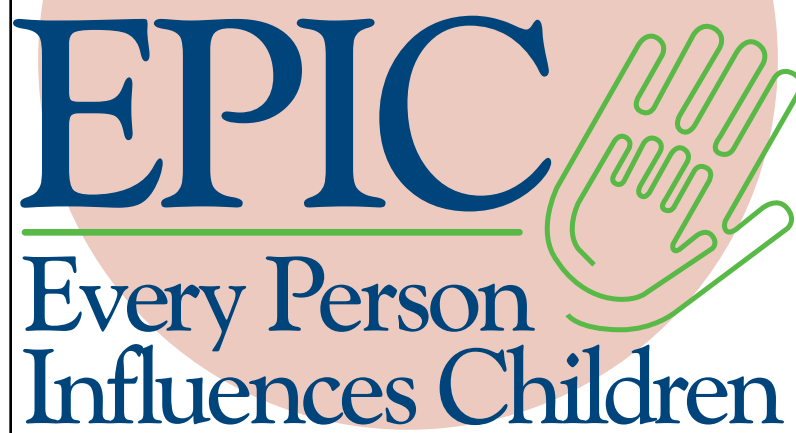
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# Falling for Math

By Susanna Schenk



As the leaves are changing colors and falling from the trees and the weather turns from sticky to cool, nature offers us many wonderful math lessons. Just as we read and talk with our children to build literacy skills, it is equally important to provide opportunities to explore various mathematical concepts beyond counting and numeric operations such as addition and subtraction. These discussions and experiences can provide a strong foundational understanding of our mathematical world. The vocabulary necessary to build math literacy is a vital component to a child's comfort and success in developing a strong understanding of mathematical concepts. So, take this change in season to help build a strong mathematical vocabulary with your child. Use these suggested fall activities to help you get started.

**Use the leaves that have fallen to discuss the following concepts:**

• **Symmetry** - An object is symmetrical when one half is a mirror image of the other half, meaning both sides look the same. The line of symmetry is usually the stem in the middle of the leaf. Ask whether the lines or veins in the leaf are the same on either side of the leaf? How about the shape and color? If they aren't exactly the same then they are not considered symmetrical. Have a treasure hunt to find the most symmetrical leaves. While looking for symmetry you can also discuss the following vocabulary words: fractions – whole, half, and quarters; horizontal and vertical lines.

• **Attributes** – Attributes are characteristics of an object such as its shape, size, side, or color. Collect a few different leaves and have your child compare the leaves' attributes. What do they have in common and where are the differences?

• **Estimation** – An estimate uses information to give an approximate amount close to the actual number. Estimation is not guessing; rather it is taking the facts you have to make an informed answer without being exact. When raking up leaves you might want to estimate how high the pile will be. Start with a small pile and show the size and the area it took to make that pile; then, looking at the rest of the leaves you have to rake,

help your child try to figure out how high the pile will get. This also offers opportunities to discuss measurement vocabulary such as yards, feet, and inches.

**Use a trip to get a pumpkin to help your child understand:**

- **Comparison of Quantities** – Comparing amounts is the foundation of mathematical operations. Terms such as equal (=), greater than (>) and less than (<) are used across the math curriculum. In addition, asking how many more (or less) of one item is there than another is just as critical to understand. Here are some questions you can ask to help reinforce this concept:
  - Compare the attributes of the pumpkins. Which weight is greater? Which one is larger? Which is taller? Which two do you think will be equal?
  - How much more does one cost than the other?
  - How many more pounds is this pumpkin than the smaller pumpkin?
  - When carving the pumpkin take out the pumpkin seeds and count them into groups of ten. As you are making the groups ask, "How many more are needed to make a group of ten?" Once they are all in groups of ten, practice counting by tens to find how many total seeds there are. If you have a few seeds left over show your child how to count onward – 70...71, 72, 73...

Most importantly, just take the time to talk about math whenever you have the chance because as Shakuntala Devi said, "Without mathematics there's nothing you can do. Everything around you is mathematics. Everything around you is numbers."



# It's Just a Bunch of Hocus Pocus

By Lauren Antkowiak

October is upon us and Halloween is in full swing. To get ready for this spookiest of holidays, check out all the activities and events you can partake in below!

Some people love getting scared. Luckily, Buffalo has no shortage of events. Local favorites include Frightworld, House of Horrors, and Escape Rooms. Other haunted houses, hayrides, and mazes are scattered throughout Western New York. While those are well known events for Halloween, don't forget to check out an event unique to Buffalo. Take a Halloween themed trip through the Lockport caves, then get a taste of the paranormal with their ghost hunters experience. Try Darien Lake for their Fright Fest filled with zombies and a new laser light show. These events are sure to keep you up at night!

Looking to steer clear of being scared, but want to enjoy all the fun that this holiday has to offer? Well, then the following events are just for you. The Great Pumpkin Farm in Clarence, Pumpkinville in Great Valley, Wheatfield Pumpkin Farm, and Mayer Brothers in West Seneca have pumpkin patches, hay rides, petting zoos, and cider mills, all of which are open daily. Also, be sure to check out the Cambria Corn Maze in Lockport, open every Thursday thru Sunday, and Becker Farms

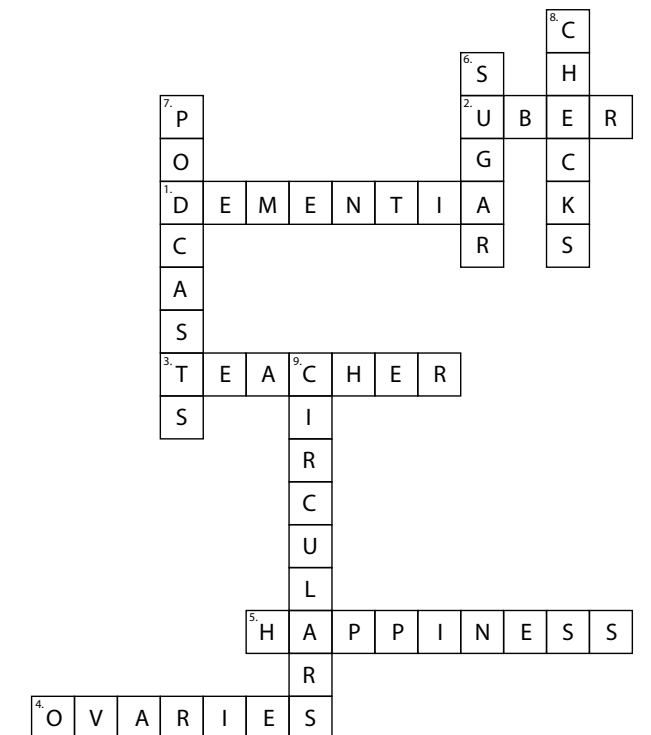
in Gasport, as they host The Pumpkin Fiesta every Saturday and Sunday. The Buffalo Zoo celebrates Halloween with their Trick or Treat Weekend October 13 and 14. These places are sure to get you in the Halloween mood.

If experiencing Halloween up close and personal is not your thing, then a movie marathon is the way to go. Check out Syfy's 31 Days of Halloween or AMC's Fearfest for the best and scariest horror film has to offer on the small screen. And this year film fans are in for a special treat because one of the original kings of horror, Michael Myers, is returning to the big screen. First see him when the original Halloween returns to select theaters, including The Screening Room Cinema & Café in Buffalo and at the Movie Tavern and Marquee Cinemas in Syracuse. On October 19, the newest installment in the Halloween franchise hits theaters. If you are looking for something more family friendly, there are plenty of options for that too. Disney Channel's Monstober and Freeform's 31 Nights of Halloween features some fan favorites. Grab the popcorn and settle in for a night filled with your favorite movies.

Get in on the Halloween fun and be sure to let us know which of these activities or events are your favorite!

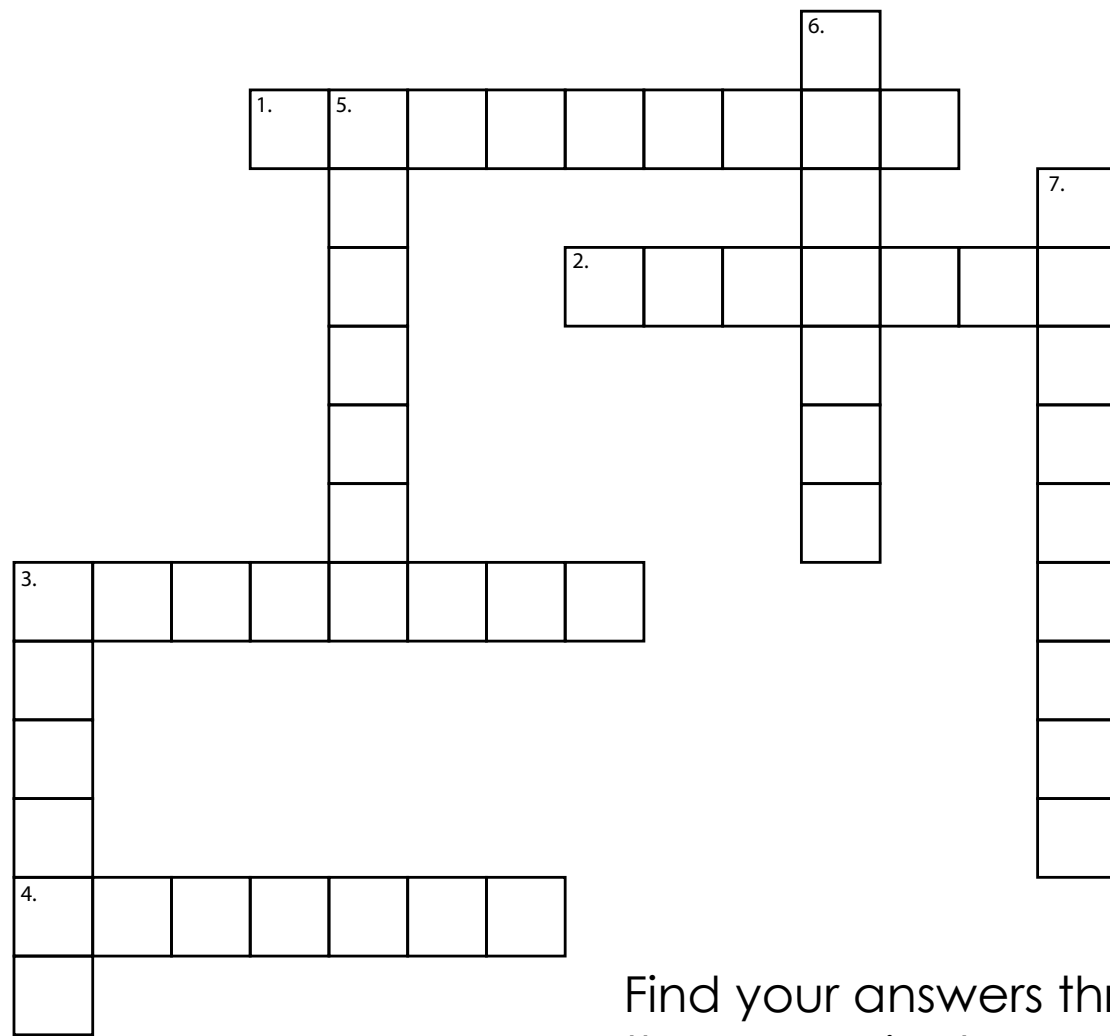


## September 2018 Crossword Puzzle



How did you do?

# October 2018 Crossword Puzzle



Find your answers throughout  
the magazine!

Across

- 1) A \_\_\_\_\_ is an x-ray picture of the breast.
- 2) Nvidia (NVDA) was the best performing stock in the S&B 500 during 2016 during the \_\_\_\_\_ mining craze.
- 3) After overcoming a cancer diagnosis, Jessica Brandon traveled through Europe, where she stumbled upon her first cat café in \_\_\_\_\_.
- 4) \_\_\_\_\_ is upon us and Halloween is in full swing.

Down

- 3) So, take this change in \_\_\_\_\_ to help build a strong mathematical vocabulary with your child.
- 5) Other risk factors can be prolonged use of \_\_\_\_\_, and hormone replacement therapies.
- 6) The flu \_\_\_\_\_ does not give you the flu!
- 7) There are four key types of \_\_\_\_\_ to consider.

## October 2018 WNY Events

**Making Strides of Buffalo Breast Cancer walk:** Saturday, October 13th. Join others at Canalside to kick off Buffalo's own Breast Cancer walk. For more information visit: [www.main.acsevents.org/](http://www.main.acsevents.org/)

**Massage for the Cancer Patient:** A trained Oncology and Lymphatic massage therapist can provide safe and effective bodywork for anyone currently undergoing cancer treatment or with a cancer history. October 3rd from 6pm-7pm. To register visit [www.creativewellnessgroup.com/](http://www.creativewellnessgroup.com/)

**Yoga for Stress Management:** Join this class to better understand how your body responds to stress and how yoga can help you manage. October 4th from 6:30-7:30pm. Visit [www.balancebflo.com/](http://www.balancebflo.com/) for more information.

**Queen City Women's Half Marathon and 5K:** Buffalo's biggest Women's only half marathon and 5k is back on October 6th at the home of the Buffalo Bison's, Coca-Cola Field. Tickets available at <http://eclipsemultisport.wixsite.com/queencitywomeshalf>

### Ongoing Events

**Adult Restorative Yoga: Chakra Tune-Up**  
**Hosted by Root and Rise Ayurveda:** In this yoga practice we will bring awareness to each of seven major hubs of energy in our mind/body/ souls systems. These hubs or wheels are called chakras and when energy can flow through them with ease, we enjoy radiant health and contentment. Held on the last Saturday of every month. Visit [startwithsleep.com](http://startwithsleep.com) for more information.

**Slow Roll Buffalo:** All month long at 6:00 PM at various locations throughout Western New York. For more information, please visit [slowrollbuffalo.org](http://slowrollbuffalo.org)

**Kids Restorative Yoga:** Happening on every 3rd saturday of every month, Start With Sleep will be holding Kids Restorative Yoga. Visit [startwithsleep.com](http://startwithsleep.com) for more information.

Recipe  
Corner

## Healthy Pumpkin Spiced Rice Crispy Treats

Ingredients:

- 2 cups crispy rice cereal
- 1/2 cup peanut butter (or any nut butter)
- 1/2 cup brown rice syrup (can substitute honey or maple syrup if needed)
- 2 tablespoons pumpkin puree
- 3 teaspoons pumpkin pie spice

Directions:

- 1) Line a 9x5-inch loaf pan with parchment paper and set aside.
- 2) In a large mixing bowl, add rice crispy cereal and set aside.
- 3) Over medium heat, melt nut/seed butter with brown rice syrup and pumpkin puree until very smooth and drippy. Remove from heat and stir in pumpkin pie spice.
- 4) Pour the mixture into the rice crispy cereal and mix well.
- 5) Pour rice crispy mixture into the lined pan and, using slightly damp hands, press firmly into place.
- 6) Refrigerate for at least 30 minutes to set.
- 7) Treats should be stored in an airtight container in the fridge and will stay fresh for about 2 weeks.





# Ring in the new year with a new video promo!

## Meet our Video Production team!



Dain Kim



Lauren Antkowiak



SunSpin Media is proud to be a young female run business. We are a strong branding and production team dedicated to creating quality solutions for clients of all sizes.

[sunspinmedia.com](http://sunspinmedia.com)

P: 716.775.7776

F: 716.931.5855

4011 Bailey Avenue

Amherst, NY 14226