



Meet Maureen Norman

Leaside Business Park Association

Tell me a little bit about yourself?

I am a Toronto native, born and raised. I lived in Leaside for several years, and have been in the advertising industry for most of my career.

How many years have you been in Leaside/Thornccliffe doing business?

My husband opened his business in Leaside in 2005 so our family has been servicing the community for many years. I started thinking about Stake in 2017 and started with a test project. I wrote, produced, and co-hosted podcast called Who's At The Cottage (www.whosatthecottage.com). I fully launched my business in 2021.

What does your company do, and how did you become involved?

I'm a solo female founder. Stake (www.stakemediagroup.com) is a media and lifestyle brand. Our mission is 'better everything for the next wave of retirees'. We're gathering and growing the 5.2 million Canadians on the cusp of retirement – the folks who are somewhere between frenzied and free, not ready for a pension but thinking about the next chapter. Fun fact, there are more people turning 59 in Canada this year than any other age!

What services does your company offer?

I'm using my decades of experience in advertising and media to gather and grow the community of the next wave of retirees - the more than 5 million Canadians born in the '60s. That's a big camp.

We publish a daily, M-F newsletter. We cover the day's top stories as well as topics of particular interest to our audience – travel, music, sports, food, tech, money, and real estate. We welcome those brands that provide products and services our cohort needs, as partners, advertisers, and sponsors. You can subscribe here www.stakeyourday.com

What do you enjoy about working in the Leaside/Thornccliffe community?

Leaside/Thornccliffe is a great place to be in business. The people are friendly, the neighbours are welcoming, and the business owners are supportive.