

The Fife and Drum

The Newsletter of The Friends of Fort York and Garrison Common

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New Friends' Website Launched



The Friends of Fort York are pleased to announce we've posted our new website at www.fortyork.ca replacing one that has served for the past nine years. Our site has always been Google's top hit when people search for 'Fort York,' ranking ahead of the harder-to-find City of Toronto site at www.toronto.ca/culture/museums/fort-york.htm. Because of this reality, The Friends now provide information not only about our organization but also about how to plan a visit to the fort, its hours of operation, directions on getting there, booking school visits, etc.

The redesign of the website has taken a long time, but now reflects everything we've learned along the way. At its heart is the 'Home' or opening page where there are quick links to how to become a member of The Friends, make a charitable donation, subscribe to our *Fife & Drum* newsletter, and volunteer to help at the fort.

A wealth of information about Fort York is found using a series of easily-worked drop-down menus also on the 'Home' page: its history, current news and events, many featured attractions and education programmes. Under the 'Resources' heading are back

issues of *The Fife & Drum*, some interesting essays, a bibliography, key reports that have guided the development of the fort and its neighbourhood, and links to organizations with like interests. Found there too are 'Galleries' of more than 140 images of the fort, people who have been important to it, and soldiers who have served there. It is divided into four periods of time and should interest schoolteachers, journalists, and those who just like pictures.

Our sister organization, the Fort York Foundation, is profiled too. The Foundation's immediate mandate is to raise private donations for the new Visitor Centre and improvements in the landscape around the fort.

In a section of the site devoted to The Friends of Fort York four drop-down menus lead to sections on our history, current activities, past accomplishments, and to ways in which you can join and support us. Use 'Contact' to e-mail us with questions, suggestions on improving the website, or to report dead links.

Happy exploring!

The screenshot shows the homepage of the Friends of Fort York website. The header features the organization's name and logo, with a background image of the fort. A navigation menu includes links for Home, History of Fort York, News & Events, Plan Your Visit, Featured Attractions, Education Programmes, Resources, Gallery, and Foundation. The main content area is divided into several sections: 'Fort York National Historic Site' with a description of the site; 'Plan Your Visit' with links to hours, tours, and directions; 'Join The Friends of Fort York' with a call to action; 'Subscribe to The Fife and Drum' with a link to receive the newsletter; 'Become a Member' with a link to enjoy year-round access; 'Donate to The Friends' with a link to help preserve history; and 'Volunteer at Fort York' with a link for more information. On the right side, there are sections for 'NEWS' and 'EVENTS', each with a list of recent items and a 'More' link. At the bottom, there is a footer with contact information, a logo for 'THE WAR OF 1812', and social media icons for RSS, Twitter, Facebook, and a 'Add this' button.



HRH Prince Charles and PM Stephen Harper take note of the Fort York Guard as they walk into the Armoury for a Military Muster on May 22. *Credit: Reuters/Mark Blinch*

This advertisement appeared in Spacing magazine, summer 2012

The FRIENDS of FORT YORK invite you to take part in the War of 1812 Bicentennial

Starting in early June, Toronto has a full schedule of events for you and your friends to enjoy. Some are at Fort York, others nearby, but all will help you mark this important occasion in Toronto's and Canada's history.

June 8th to 24th

The ENCAMPMENT

Fort York is a crossroads for Toronto's memories. For three weeks two hundred stories contained in 200 luminous tents arrayed within the fort's ramparts will explore historic and contemporary relationships with this sacred place. FREE

Fort York, evenings from 7:30 -11pm
250 Fort York Boulevard

June 13th

STEVE PAIKIN chats with ALAN TAYLOR

Taylor, a Pulitzer Prize winner, will discuss his new book "The Civil War of 1812: American Citizens, British Subjects, Irish Rebels & Indian Allies" FREE
To make reservations: torontopubliclibrary.ca/appelsalon

Appel Salon, Toronto Reference Library, 7pm
789 Yonge Street

June 17th

The TSO live in public

The Toronto Symphony Orchestra will play outdoors in David Pecaut Square. Its program will include a new commission by Philip Glass to commemorate the Bicentennial, and will end with Tchaikovsky's rousing 1812 Overture. FREE

David Pecaut Square, 7pm
55 John Street



photo by: Sam Bienenholz

Visit www.toronto.ca/1812 for the full schedule of events — there's something happening nearly every day



www.fortyork.ca

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 TORONTO Culture
www.toronto.ca/culture



Regular admission to Fort York:
Adult: \$8.61, Senior (65+) & Youth (13 – 18 yrs.): \$4.31, Children: \$3.23,
Children (5 and under) FREE (all prices include HST, where applicable)