

Condolence Motion

Moved by: Councillor Kristyn Wong-Tam

Seconded by: Councillor Joe Cressy

The Mayor and Members of Toronto City Council are deeply saddened to learn of the passing of Angus Guy Melfort Baldwin on August 15, 2015.

Born in Britain in 1945, Angus was raised in an idyllic English village and attended British boarding school. After moving to London at age 19, Angus entered the world of advertising, sorting mail at J.Walter Thompson. Transferring to JWT Canada in 1964, Angus launched himself as a true adman in Toronto. In fact, his first day in Toronto, his friend whisked him off to the Race Track where he spent his first hours in the Winner's Circle. He went on to respectable achievements with some of the top advertisement agencies: McLaren, McCann Erickson and Young and Rubicam.

Married in 1976, Angus and his wife Gini bought a home in his much loved Toronto and Angus continued to distinguish himself as a successful entrepreneur in advertising.

In early 1986, a severe injury resulting from an accident created a new chapter in Angus's life. The remainder of the year was spent in rehabilitation and recovery as well as a move to Yorkville into an accessible home and neighbourhood more suited to new work and projects. There he undertook self-education of World Capital Markets, Commodity, Manufacturing and Political Science. In 1989, Angus was invited by the Chair at Young and Rubicam, Canada to take on the role of advisor in Public Relations and Finance. Angus also directed advertising services for Sceptre Manufacturing and Rent-a-Centre.

Yorkville was Angus's home for twenty-nine years. He was a valued historian on the neighbourhood's past and he served diligently on the Greater Yorkville Residents' Association board for several years. His unflagging efforts in spearheading GYRA's membership outreach resulted in an impressive increase in new condominium building members. Today, GYRA represents thirty residential buildings in the Yorkville area, home to over 5,000 Torontonians. Angus' cheerful demeanour and contributions will be greatly missed.

The City Clerk is requested to convey, on behalf of the Mayor and Members of Toronto City Council, our sincere sympathy to the dear family and friends of Angus Guy Melfort Baldwin.

November 3, 2015