

### J. DELEO LANEWAY

The Deleo family first opened shop under the business name Imperial Grocers back in 1956. In 1960, Tre Mari Bakery was established with the experience and expertise from family members that were professional bakers by trade. From the very beginning, the Deleo family were known for assisting recent immigrants to Canada living in the area. In addition, to providing baked bread and pastries from their native Italy they helped customers, many of whom who were Italian immigrants that did not speak English as a first language, by writing letters to family back home, translating official documents, and booking doctor's appointments.

As a young adolescent, Joseph Deleo began to work in his family business, and quickly proved himself by helping bake fresh bread daily, serving customers, and delivering groceries to their homes. When not working long hours and learning the bakery trade, he enjoyed playing hockey in the rear public laneway alongside his brothers, cousins, and many friends. In 1981, Joseph married the love of his life, Anne Marie, and they quickly began their life together. Throughout their marriage, they raised their 4 sons, and through it all he still devoted a significant amount of time to the family business.

The bakery business demands long hours of intensive labour, day in/day out from dawn till dusk, including weekends and holidays. He was a selfless person that worked hard at everything he did. The discipline he learned was evident in his work habits and his determination is one of the defining features, which resulted in Tre Mari becoming such a success. Joseph's entrepreneurial vision, coupled with his excellent customer service and friendly hospitality helped contribute to the success and vitality of our dynamic community, with Tre Mari Bakery becoming the focal point in the neighbourhood along with a destination place for fine Italian products.

Under Joseph's stewardship, Tre Mari Bakery became one of the first businesses to offer a wide range of traditional Italian-Canadian brands like Mastro, San Daniele, Saputo, and Tre Stelle. At Tre Mari you'll still find the staples that older generation of Italians have bought for years (amaretti, zeppoli, sfoglia cake), all of which resulted in the bakery being recognized as a landmark within the Corso Italia Business Improvement Area. Sadly, unexpectedly, and most tragically, Joseph passed away on February 5, 2008, at the young age of 54. Although, this was the most tragic of times for the Deleo Family, it was a rallying point for the anguished family. Joseph's wife and four boys were the catalysts that helped spearhead the revitalization, evolution, and gentrification of the bakery.

In order to commemorate Joseph's legacy we are kindly submitting this petition to request the naming of the laneway to "**J Deleo Lane**" for his many years of encouraging, motivating, and inspiring innovation as a local business operator whose roots were firmly planted in the local community.

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Petition containing approximately 240 signatures is on file in the City Clerk's Office.

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