



# DAVID CYNAMON STEPS UP FOR BAYCREST

As a graceful dance instructor twirls around David Cynamon, his wife, Stacey, strides into the house, glances at her husband as he spins the dance instructor around the floor, chuckles...and keeps walking.

“Welcome to my world,” she says, grinning broadly as she putters in the kitchen of their Forest Hill home, with children and barking dogs underfoot. After many years of experience, she’s learned to expect the unexpected of her husband.

ANYA GONCHAROVA AND DAVID CYNAMON



**CYNAMON'S ENTREPRENEURIAL SKILLS** have netted him multiple awards and honours – from being named one of Canada's Top 40 under 40 by the Globe and Mail's Report on Business, to an Award of Merit from the B'nai Brith Foundation. He is executive chairman of K2 Pure Solutions, an environmentally responsible water purification and disinfectant multi-million dollar venture, and co-owner of the Canadian Football League's Toronto Argonauts.

But tonight, the athletic 45-year-old is rehearsing his dance routine for Baycrest's Dancing with our Stars gala. Along with five other brave Baycrest supporters, Garry Foster, Robert Harlang, Tootsie Halbert, Sam Reisman and Wendy Switzer Myles, Cynamon is learning a ballroom dance program which he will perform at Toronto's Sheraton Centre on October 29. Each "dancer" is competing not only as a performer, but also to raise the most funds for Baycrest.

Cynamon is having his dance lessons videotaped and posted on his personal Dancing with our Stars website to help raise funds. "I'll do anything for Baycrest," he says, clutching a white rose in his teeth and gliding around the dining room with dance instructor Anya Goncharova, who applauds the ease with which he has mastered his first few steps of the tango, calling him "a natural."

But when it's time to play Goncharova's CD of dance music, Cynamon has to summon his three children – Jesse, 15, Josh, 13, and Geri, 9 – for instructions on how to operate the home stereo. An intimidating master control panel has many buttons and keys, but it only takes the children a moment to figure out the proper sequence, and soon the house resonates with sultry tango music.

Cynamon and Goncharova slide across the dining room floor and execute a perfect tango twirl.

Then it's time for the videotaping. As the videographer holds out the mike and asks questions, Goncharova responds, "Yeah, the first lesson went well...for the instructor." Suddenly, Cynamon becomes serious, asking for support for Baycrest, explaining that the world-class health-care organization needs to maintain its high standards of excellence, which can only happen with the help of its supporters.

Later, he unwinds with a glass of wine. "My children's great-grandmother is at Baycrest, Stacey's grandmother," he explains. "I think it's an important organization, not only for Toronto, but all of Canada."

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"It's a valuable asset to our community, that we can be proud to call our own, so we have to step up and support it, with time or money, or both."

Cynamon believes there are some misconceptions about Baycrest. "It's not strictly a long-term care facility, although it does provide first-class care and service to the elderly," he says. "Most people drive by and just think of it as a place their grandparents lived. They don't realize that there's very sophisticated research going on, and that their charitable contributions can help support important medical research and education that reaches around the world."

He wants to help change the misconceptions by participating in innovative Baycrest

events like Dancing with our Stars; he is also involved in expanding the Baycrest International Pro-Am Hockey Invitational to his hometown of Edmonton. The Baycrest Pro-Am is an annual event that allows everyday hockey enthusiasts to team up with former National Hockey League greats in the battle against Alzheimer's and related disorders.

"Unique events like this have the potential to attract a whole new level of awareness," says Cynamon. "Maybe we'll get another level of individual who has never participated in an event like this at Baycrest to come out and learn a bit more."

"So maybe we can help educate people a little, encourage them to do more, perhaps join the Foundation Board of Directors. Awareness inevitably builds education."

He says that Baycrest is the most innovative fundraiser that he's seen, not only in Toronto, but also in Canada. "Dancing with our Stars and the Baycrest Pro-Am are a reflection of Baycrest's commitment to being innovative," he notes.

As a four-time triathlete and successful businessman, has anything in his life prepared him for learning the tango? Cynamon smiles and says, "I'm training for a triathlon, a half-Iron Man, so I think I have the discipline, the focus and ability to listen. Because even in a triathlon you have to listen to your trainer and practice every day."

And as a family man, he has this advice to budding entrepreneurs – take advantage of your youth to work and build your business and your wealth, or whatever you want to build in your life.

"As your children get older, you need to spend less time on the business side and more with your family. Because that's what is really important."

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To sponsor David Cynamon or any of the other dancers participating in Dancing with our Stars, go to the website at [www.baycrest.org/dancingwithourstars](http://www.baycrest.org/dancingwithourstars).