

TORONTO STAR



Oakville-based web entrepreneur Tyler Schwartz helps shoppers get a “leg-up” on their holiday shopping with memorabilia from the classic movie *A Christmas Story*.

Schwartz is a long-time lover of *A Christmas Story* and became involved with the business side while making a documentary called *Road Trip for Ralphie*, on the Canadian scenes in the movie, with his fiancée, Jordie Smits.

The movie, shown for the first time at the *Christmas Story* convention in Cleveland last weekend, details how the pair found a wealth of movie treasures in and around Toronto, where much of *A Christmas Story* was shot.

"I would like to see some sort of mini-festival in Toronto next year," says Schwartz. "I think we could do something neat, maybe tours of places where scenes were shot on one of the old TTC trolleys you see in the movie."

- Linda Barnard

Leg lamps land in Canada

December, 2008

"We've crowned a Canadian leg lamp king," jokes Brian Jones, American leg lamp marketer and owner of the Cleveland house used in the movie *A Christmas Story*.

Jones started selling leg lamps online in 2003 and now moves about 10,000 a year. And some of those sales come from Canada. Cross-border shipping woes created enough headaches that Jones wanted a merchant north of the border to handle Canuck requests.

Enter Tyler Schwartz , the new Oakville-based director of Canadian operations for A Christmas Story House Inc. (canadianleglamps.com), and the aforementioned movie memorabilia monarch.

The product line mimics what's available online in the U.S., from hats and action figures to a movie-themed Monopoly game, Christmas ornaments and even a figurine of the Bumpus hounds devouring the Christmas turkey.

But the lamp, with a satin shade perched atop a fishnet-stocking-clad leg in a saucy high heel – from 1.25 metres tall to a nightlight version – is the star seller. "The leg lamp has become as popular as a wreath on the front door," says Jones of its seasonal sway.