

For Immediate Release

International Awareness Day to Eradicate Poverty Cambridge Community Observes the Day

Cambridge, Ontario. October 17, 2008... The Social Planning Council of



Cambridge and North Dumfries and The Fair Income Group joined Cambridge Mayor Doug Craig and City Councillor Pam Wolf in bringing together local agencies and individuals to show their support for the international awareness day to eradicate poverty. October 17th marks this day around the world and citizens here in Cambridge publicly wanted to "stand up" to make poverty history. A large group of the Cambridge community joined in and was wearing white as a symbol of support for those who face poverty. Mayor Craig commented on how satisfying



it was to see the community take time out of their busy lunch hour to observe International Day for the Eradication of Poverty which started more than two decades ago. "Poverty reduction makes sense economically and socially," says Councillor Wolf. The event acknowledges the effort of the many groups working in support and for those people living in poverty.

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The City of Cambridge is one of the fastest growing areas in the country. It is strategically located astride highway 401 in Southwestern Ontario, part of Canada's Technology Triangle. In 2008, the population reached over 125,000 people. With a multicultural mix and a strong foundation of support services, Cambridge has a diverse economic base with leading industries in manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. The Corporation of the City of Cambridge is an employer with a work environment that offers the opportunity to provide service to the community through creativity and innovation, and with opportunities for career growth and advancement. Based on the 2007 BMA Management Consulting Inc Municipal Study, the City of Cambridge is one of only four municipalities in the province that is debt free.

For more information on the area or the corporation visit www.cambridge.ca
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