



For Immediate Release

**Smoke-Free Civic Square
Cambridge City Council Approves New Policy**

Cambridge, Ontario. February 5, 2008...Cambridge Council last night approved a policy that will make the Civic Square, which includes historic City Hall, New City Hall, Cambridge Fire Museum and the Farmers' Market, a smoke-free zone.

The new policy will prohibit smoking within the entire area of the Civic Square save and except for a designated smoking area located at the rear of the new City Hall building.

"We recognize that this is a new concept for the community and we will be posting signage throughout the area to advise everyone that smoking is not permitted within the boundaries of the Civic Square," says Frank Gowman, Commissioner of Corporate Services. Gowman notes that in addition to the health benefits to our community, families who are enjoying the amenities in Civic Square will benefit from the policy.

The smoke-free policy also supports the spirit of Leadership in Energy and Environmental Design (LEED). "In keeping with the spirit of LEED design, this new smoking policy will prevent smoke from entering the building through the doors or open windows," says Bob Paul, Director of Facilities.

Civic Leadership Commended

John Atkinson, a Supervisor in the Tobacco Programs at the Region of Waterloo Public Health commends the City of Cambridge for showing leadership in creating the smoke-free policy. "Creating a smoke-free policy is one of the most effective ways to reduce people's exposure to second-hand smoke. The City of Cambridge has developed an excellent policy by making the entire Civic Square smoke-free."

A Rapid Risk Factor Surveillance System which is a data gathering tool for the region brings further information to the fore. These telephone surveys have shown an overwhelming amount of people support smoke-free policies.

"This kind of policy contributes to a gradual reduction in the number of people who smoke," says Laurie Nagge, Public Health Nurse, Environmental Health and Lifestyle Resources Division, Tobacco Program, Region of Waterloo Public Health. She notes that Cambridge's policy will have a positive impact on the residents of Cambridge and is proven to facilitate "quit attempts".

In Ontario, 16.6 per cent of the population smokes. This compares to more than 20 per cent who light up in the City of Cambridge.

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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 2007, the population reached over 124,000 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.

For more information on the area or the corporation visit www.cambridge.ca
The City of Cambridge press room is located at <http://www.cambridge.ca/article.php?sid=176>

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