

For Immediate Release

Cambridge Mayor Hosts Interactive Session with TVO Chief Executive Officer

Cambridge, Ontario. May 15, 2008 ... On Friday, May 23, 2008, Chief Executive Officer of TVO Lisa de Wilde will speak to Cambridge's leading citizens on how the Province's educational broadcaster is transforming itself for a digital world and for the benefit of Ontarians. The interactive session will be hosted by Mayor Doug Craig in the Atrium/Bowman Room, Cambridge City Hall, 50 Dickson Street, from 10:00 to 11:00 am. Mayor Craig has extended invitations to community, business, technology and education leaders in the Cambridge region, and the event is open to the public and media.

"We have changed TVO in a very big way in a very short while," says de Wilde "to ensure this much-loved institution stays relevant in today's media world." De Wilde will speak to TVO's vision of building an engaged citizenry through educational media, and the role of technology and innovation in bringing the vision to life. She will also outline TVO initiatives and partnership opportunities relevant to both residents and corporations in the Technology Triangle and the Waterloo Region.

Cambridge Mayor Doug Craig says the event gives the local community a chance to be in on the ground level as TVO shares its plans and demonstrates ways that groups can get involved. "This dynamic form of mass media is important to our residents and this session helps us bring local messaging to the fore." Mayor Craig notes that there is still an opportunity to RSVP for the complimentary session slated for next week and he welcomes participants to have a look at new City Hall if it's a first time visit.

De Wilde's presentation kicks off a weekend of TVO activity in the region. On Saturday morning TVO will meet with members of its Advisory Board from the South-western and South-central Ontario, including newly appointed Cambridge City Councilor Pam Wolf.

And Saturday afternoon at 4 pm, the dynamic TVOKids Don't Sit Still Tour touches down in City Hall's Atrium/ Bowman Room. Sponsored by Scotiabank, this free TVOKids stage show travels to communities across Ontario inspiring kids to get up, get active and have fun. This leg of the tour also features stops in Kitchener (11:00 am Saturday morning at the K-W Baby/Toddler show) and Woodstock (1 pm Sunday at the Woodstock District Community Complex).

Contact:

Jill Javet, TVO

Tel. 416.484.2630 / Mobile: 416.230.6869

jjavet@tvo.org

RSVP to:

Linda Fegan, Office of the CAO, City of Cambridge

519-740-4680 ext. 4623

feganl@cambridge.ca

-30-

About TVO

TVO is Ontario's public educational media organization and a trusted source of interactive educational content that informs, inspires, and stimulates curiosity and thought. TVO is committed to empowering people to be engaged citizens of Ontario through educational media.



makes you think

About the City of Cambridge

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 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.

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>

To opt out of the news release distribution, please send an email to Linda Fegan

feganl@cambridge.ca