

For Immediate Release

Cambridge Stewardship Trailer Wins National Design Award

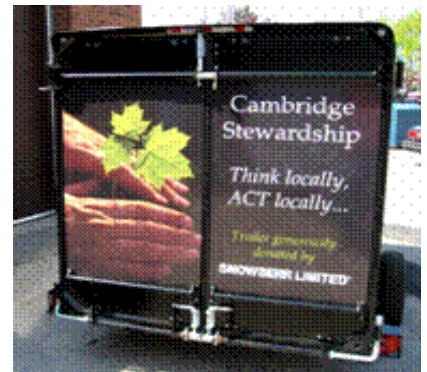
Cambridge, Ontario. June 25, 2008. Speedpro Imaging and the City of Cambridge recently won a national design award for the Cambridge Stewardship trailer. The 3M / Private Motor Truck Council (PMTTC) 2008 Vehicle Graphics Design Award was presented to Speedpro and the City of Cambridge at an awards luncheon at Queen's Landing in Niagara-on-the-Lake, Ontario, on June 20th.

Wally Escott, Owner/Operator of Speedpro Imaging in Guelph, was pleased with the quality and look of the public education trailer. "What a great project to be involved in; we worked with the City and the Cambridge Stewardship partners to ensure our design reflected their concepts of Ontario plants, children and the community planting together. It incorporated hands as a symbol of action." The company used 3M premium materials and our certified installer to apply the graphics to the trailer. "Because of the extended hours put in by our staff on this project, this award is very special to us." This is the second PMTC Award won by Speedpro Imaging.

The award recognized that the Cambridge Stewardship trailer which is used for environmental projects across the city, embodied the qualities needed to effectively communicate to key audiences by using images that show a connection between humans and native Ontario plants. The trailer is used to transport trees, shrubs and shovels to community planting events and becomes a backdrop for a display at festivals.

Paul Willms, Environmental Planner for the City of Cambridge, applauds the Speedpro team. "Wally and his team listened and took design concepts to finished product in record time. Since then, we've taken a lot of pictures of tree planters in front of the trailer and it's a great draw at community events".

The Cambridge and North Dumfries Community Foundation and Ages Foundation provided the funds to brand and launch the Cambridge Stewardship project including the vehicle wrap. Home Depot's trailer supplier, SnowBear Limited, donated the trailer. Speedpro Imaging donated extra time and premium materials to the finished project.



More information

The Vehicle Graphics Design Awards:

The Private Motor Truck Council of Canada (PMTTC) hosts an annual competition for entries for the **Vehicle Graphics Design Awards**. Co-sponsored by 3M Canada's Commercial Graphics Division, the Vehicle Graphics Design Awards recognize fleet operators and graphic design companies who graphically enhance their vehicles. The competition is open to all Canadian fleet operators. These awards have become a reflection of the positive image of the trucking industry," says Bruce Richards, president, Private Motor Truck Council of Canada. "Through the Vehicle Graphics Design Awards Competition, the PMTC is able to promote the work of fleet operators and graphic houses. It is terrific to be able to provide a forum with which to recognize the efforts of fleets and graphic houses from all across Canada." www.pmtc.ca/public/index.html

Background on Cambridge Stewardship:

In the autumn of 2006, City Green Strategy volunteers sought partners and developed funding proposals to initiate a tree-planting project within the City of Cambridge. Founding partners included Home Depot, the City of Cambridge, the Cambridge Environmental Advisory Committee, Our Lady of Fatima School, the Cambridge and North Dumfries Community Foundation and the Ages Foundation. This new community-based tree-planting project aims to enhance public natural areas through volunteer effort. The focus is on establishing native plants and having fun with local groups, volunteers, residents, schools, and businesses along the way.

The founding members of Cambridge Stewardship are:

Ages Foundation	Cambridge and North Dumfries Community Foundation
Cambridge City Green Strategy	Cambridge Environmental Advisory Committee
City of Cambridge	Our Lady of Fatima school
The Home Depot's Team Depot	

Other Partners and Planters within the last year have included:

Snowbear Limited	Naturally Maintained Landscape Design
Jacob Hespeler Secondary School	Hillcrest Public School
McCordick Glove and Safety	Garant
Ryobi/Homelite	TD Friends of the Environment Foundation
Ministry of Natural Resources "Community Fisheries and Wildlife Involvement Program"	
Com Dev	Frito Lay CHIP IN volunteers
Spooner Crescent volunteers	Fiddlesticks Community Association Board
Fiddlesticks Youth Recreation Extremists	Ancient Mariners Canoe Club
Christopher Champlain Community Association	
Central Public School	Hespeler Public School
Cambridge Scouts	

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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.

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

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