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For Immediate Release

Media Alert

**THE 33rd ANNUAL CAMBRIDGE HIGHLAND GAMES
CELEBRATES THE SCOTTISH HERITAGE**

Cambridge, Ontario. June 30, 2008...A news media briefing will take place on Tuesday, July 8th, to provide background and a photo opportunity for the upcoming Cambridge Highland Games.

Date: July 8th

Time: 12:00 noon - 1:30 pm

Location: Cambridge Chamber of Commerce Office at 750 Hespeler Road.

The event will help prime journalists on the Scottish celebration slated for Friday, July 18 and Saturday, July 19 at Churchill Park located at 200 Christopher Dr. in Cambridge. It's the 33rd annual Cambridge Highland Games which will feature something for everyone from dance, folk music, heritage foods, pipe bands, and heavy events. Local radio personality Gayle O'Brien has been named Clan Chieftain for 2008

Doors open between 7 pm - 12 am on Friday, July 18th to kick off the festivities with a line up of entertainment including folk music and traditional Scottish dance for the 3rd annual Scottish Ceilidh. Described as an informal gathering, the Ceilidh is a Scottish tradition that is sure to get people off their feet. On July 19th, the Highland Games will be in full swing beginning at 8 am and running until 5 pm with closing ceremonies. Events slated for this year include the 8km run, tug of war, log throwing, and heavy event competitions.

For the past 33 years, the Cambridge Highland Games has been a staple of Scottish heritage in the Cambridge community. Each year, the event continues to grow with the number of new faces wanting to learn more about the festival first-hand. In 2007, approximately 4,000 people attended the two-day event. Organizers are looking forward to seeing an even larger number of patrons for this year's event, especially with the new activities that have been added to the mix. Making its second appearance to the games is the 8km run. In addition, the 3rd annual "Ceilidh" will be part of the Friday night festivities welcoming back musical and other on-stage talent.

Free Parking will be available for this event. For ticket information or other general inquiries, please call 519.222.2447 or send an email to ceilidh@cambridgegames.org

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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 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>

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