
For Immediate Release**“Unsilent Night” Honoured at Cambridge Chamber Awards
Mayor says Partnerships Key to Successful World Class Event**

Cambridge, Ontario. March 27, 2009...The City of Cambridge team certainly wasn't silent last night as the Cambridge Chamber of Commerce named their new event “Unsilent Night” among the Business Achievement Award winners.

Part of the Christmas in Cambridge series, the “Unsilent Night” experience picked up the Breakthrough Award, which recognizes unique and impactful events that have significant economic and community development benefits.

“As an organization that feeds off of community growth and collaboration, I was extremely pleased to see the City win the 2008 Breakthrough Award for the Christmas in Cambridge segment, “Unsilent Night”. It certainly speaks to the criteria of the Award itself and in experiencing the evening personally, I believe it is certainly a value add for businesses and residents alike,” says Greg Durocher, President and CEO of the Cambridge Chamber of Commerce.

Last December, the City was the first in the province to introduce the “Unsilent Night” concept to the community. While the event happened around the globe, the Cambridge approach was truly unique; the light installations provided by the University of Waterloo School of Architecture and Christie's projection technology was an enhancement that wasn't available anywhere else in the world. The world class event featured a combination of outdoor ambient music and state of the art Christie digital projection technology to offer the community a truly exceptional evening.

Cambridge Mayor Doug Craig was pleased to receive the award on behalf of City Council and staff. “There were so many people who supported the vision and the result was significant community engagement.” It is estimated that more than 1,000 people walked the streets of Cambridge with audio music in toe which came together to create the avant-garde holiday event that will now be a tradition in the community. The event concluded with a spectacular illumination with Historic City Hall as a backdrop.

In presenting the award, Durocher said the event brought the community together in a big way. “This year's winner may be something that simply gets bigger and bigger. I'm not sure many people really understood what was going to happen, but they showed up by the hundreds anyway. For those of us who did attend, we were amazed at what an incredible spirit of community and friendship was in the air, and we all could clearly see the amazing potential of this venture.”

Other Community Leaders Recognized in Hollywood Style

The big winner of the Chair's Award went to Com Dev International presented by Cambridge Chamber of Commerce Chair Helen Jowett. She spoke to not only the economic impact of this state-of-the-art business in the community, but also to the significant leadership in supporting community building. For the City of Cambridge, the recent opening of the Com Dev Indoor Soccer Park is one of many examples of how Com Dev touches the community.

John Tennant, former CEO of Canada's Technology Triangle Inc, received the Lifetime Achievement Award for his major contributions to the Cambridge economy and his success in region-wide business development. Tennant is now leading a newly-created consulting firm, W2N2 Partnership, and continues to keep the area on the global radar for the international investment world.

Other winners included: Aecon Industrial & Innovative Steam Technologies Inc.; Franklin Self Storage Store All; Angela Asadoorian, Royal LePage Crown Realty Services; Pat Singleton, Cambridge Self Help Food Bank; Billy MacCallum, Homewood Suites by Hilton Cambridge-Waterloo; VeriForm Inc; and Emilie Barrie.

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About the Cambridge Chamber of Commerce www.cambridgechamber.com

The Cambridge Chamber of Commerce is dedicated to the highest standard of service to their members. As a proponent for business, the organization will thoughtfully represent the interests of its members and provide ongoing opportunities to enhance the business community. The award winning Chamber has received two Ontario Chamber of Commerce Chair's Awards and six marketing awards in the last seven years. The Business Excellence awards have been a tradition in the community for many years and the Bell Canada Signature program marks its 7th anniversary in 2009.

About the Breakthrough Award Criteria

A special award not always presented, Breakthrough recognizes an extraordinary local event or people accomplishing extraordinary things which benefit the community in unique and meaningful ways. The award may be given to an individual, a group, an organization or, a business. In general terms the award recognizes a significant accomplishment that benefits the entire City. Specific Criteria for the award include: significantly improving Cambridge image; dramatically and positively impacting the entire community; an accomplishment eclipsing normal individual and company boundaries; creating meaningful new opportunities for business; and event or activity culminates in the current year.

For more information on "Unsilent Night" and how your organization can get involved contact:

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Link to Cambridge Photo Gallery "Unsilent Night" photos:
<http://www.cambridge.ca/gallery/16/page/5>

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
The City of Cambridge press room is located at <http://www.cambridge.ca/article.php?sid=176>
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