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For Immediate Release

Scottish Heritage is brought to life With the 34th annual Cambridge Highland Games

Cambridge, Ontario. July 6th, 2009… A news media briefing will take place on Tuesday, July 7th at 12:30 pm at the Cambridge Chamber of Commerce to provide background information and photo opportunities for the Cambridge Highland Games.

This event will help inform local media on the details of this year's infamous Scottish celebration. The event is scheduled to run on Friday, July 17th, and Saturday, July 18th. The chieftain for the second year in a row is local Dave FM radio personality, Gayle O'Brien.

"I am just as honoured and excited as the first time around," said O'Brien. "Last year's games were a fabulous success; I won't ever forget my 'goose bump moment' during the final. There was a field of pipe bands as far as the eye could see – it was magic."

The event kicks off on the 17th with the 4th annual Ceilidh, a Scottish tradition resembling an informal gathering, from 7 pm until 12 am at the United Kingdom Club located at 35 International Village Drive. This year's Ceilidh will feature the music of local band *Fare Enuff* and many traditional Scottish dancers.

On Saturday, July 18th, events will commence at 8 am in Churchill Park located at 200 Christopher Drive in Cambridge. This year will feature all of the popular events from previous years including piping, highland dance competitions with some of the best dancers in the world, the eight kilometer kilted road race, the heavy events, and the tug-of-war.

This popular Cambridge event is hoping to exceed the number of supporters from previous years, in 2008 there were over 6000 participants. Peter Van de Water, the Marketing Director for the Highland Games, hopes that participants come out to see the famous competitions and embrace the Celtic heritage of Cambridge.

"There is just an aura about the whole event, especially when all of the piping bands come out," said Van de Water. "The Celtic heritage is strong in our area and to see the camaraderie between the different Scottish clans is just marvelous. All of the participants have such great spirit during the event."

For more information about the event come out to the briefing on July 7th or visit the Cambridge Highland Games website at:
http://www.cambridgehighlandgames.org/index.html

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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. 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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