

For Immediate Release

## Toys for Tickets Pilot Program Proposed to Support Children in Need

Cambridge, Ontario. November 09, 2009...Staff from the City of Cambridge's Parking Operations will bring forward a proposal to General Committee tonight on the introduction of a pilot program called 'Toys for Tickets'. The new program encourages parking ticket holders to pay the fine with a toy that can be used for the Cambridge Professional Fire Fighters' Association and Salvation Army toy program.

People who receive parking tickets between December 1<sup>st</sup> through to December 15<sup>th</sup> (excluding those offenses that involve Disabled Parking infractions), may opt to provide a toy as payment for the fine. Staff will accept an unwrapped toy between December 1<sup>st</sup> and December 15<sup>th</sup> at City Hall, 3<sup>rd</sup> Floor public counter for Transportation and Public Works. The gift must be of equal value or more and a receipt for the item is required. While parking in City operated parking lots in the downtown cores is free during the month of December, it is expected that there is a potential to receive about \$3,000 worth of toys during the 'Tickets for Toys' campaign.

"It's the first time a municipality in our region has proposed this type of program," says Dave Maidment, Manager of Parking Operations. "The program has been offered in other cities such as Kingston and Oshawa and it has made a big impact on kids who otherwise would not receive a gift during the holidays."

If General Committee approves the idea, the Report will be brought back to Council for final approval.

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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 2009, the population reached over 126,000 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](http://www.cambridge.ca)

The City of Cambridge press room is located at

[http://www.cambridge.ca/the\\_office\\_of\\_the\\_chief\\_administrative\\_officer/corporate\\_communications\\_marketing](http://www.cambridge.ca/the_office_of_the_chief_administrative_officer/corporate_communications_marketing)

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