
For Immediate Release**Parking Tickets Turn into Holiday Gifts**

Cambridge, Ontario. November 18, 2009...Getting a parking ticket takes on a whole new meaning in Cambridge during December 1st - 15th. Cambridge City Council approved the introduction of a pilot program called 'Toys for Tickets' which encourages parking ticket holders to pay the fine with a toy that can be distributed by for the Cambridge Professional Fire Fighters' Association and Salvation Army.

It's the first time a city in Waterloo Region has proposed this type of program but other municipalities including Kingston and Oshawa have offered citizens the option of giving back during the holidays.

"Our toys for tickets program will complement the great work that is going on in our community," says Dave Maidment, Manager of Parking Operations. "We want to make an impact on kids who otherwise would not receive a gift during the holidays."

People who receive parking tickets between December 1st through to December 15th (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 during that time at City Hall, 3rd 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 'Toy for Tickets' campaign.

The Cambridge Firefighters' Christmas Basket program has been offered for over 80 years. While firefighters took over the program in the 1960s, folks at the former Cambridge Reporter and others were involved in the establishment of the fund.

Walter MacNeil, Chair of the Cambridge Firefighters' Christmas Basket Fund, and Platoon Chief for the Cambridge Fire Department says they welcome the added gifts for families in need. This year, the goal of the organization is to assist 540 families.

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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

The City of Cambridge press room is located at

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