

For Immediate Release

## 'Toys for Tickets' Program an Overwhelming Success Toys Tally Unveiled

Cambridge, Ontario. December 16, 2009...The City Hall Christmas tree was packed with toys from dump trucks to dolls in support of the Cambridge Firefighters' Christmas Basket Fund. Mayor Doug Craig and members of the City's Parking Operations team were on hand to make the official donation of these presents that were collected through the City's first ever 'Toys for Tickets' program.

"Community donations were strong and we even received a pile of toys from generous citizens who didn't have a ticket but wanted to make a difference," says Mayor Craig.

During the 15-day program pilot program the following results occurred:

Total paid parking violations for the duration - 409  
Total paid with a toy - 135 Percentage paid with a toy -33%  
Total Values of gifts exceeded \$3,000  
(Numbers - works out to be 210 individual toys through tickets and 74 toys that were received through donations)

Walter MacNeil, Chair of the Cambridge Firefighters' Christmas Basket Fund, and Platoon Chief for the Cambridge Fire Department said the contribution will go a long way to supporting the growing number of local families in need this Christmas.

A full report on the program will go before Cambridge City Council in the New Year.

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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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