

For Immediate Release

## Cambridge Will Have Its Name in Lights At the Vancouver 2010 Olympic Winter Games

Cambridge, Ontario. January 19, 2010...Imagine - Cambridge's name in lights on a billboard in Vancouver during the 2010 Olympic and Paralympic Winter Games; it's not a dream, it's a reality! The Canadian Olympic Foundation recently announced that Cambridge was among the winning locations in the 'Own the Podium Municipal Challenge' which was a friendly competition between Canadian municipalities to help support our nation's athletes.

The competition is based on a per-capita level of support and the Town of Trochu, Alberta won the grand prize. Cambridge was named the winning municipality in its population category along with Calgary, AB; Red Deer, AB and Lanark County, ON.

"We are days away from the kick-off of the 2010 Olympic Winter Games on February 12<sup>th</sup> and the City of Cambridge team is excited by the recent news of our winning the municipal challenge," says Mayor Doug Craig.

Cambridge will also receive an Olympic flag signed by all of Canada's competing athletes, and a feature story about all the winning municipalities the official 2010 Vancouver Olympic and Paralympic Winter Games' website.

"The Vancouver 2010 Olympic Winter Games are Canada's time to shine and the success that our athletes experience in Vancouver will be a reflection of the endless support they have received from Canadians," said a Canadian Olympic Foundation staff notice.

As representatives on committees for the Federation of Canadian Municipalities (FCM), Councillors Karl Kiefer and Gary Price brought the opportunity forward to city staff. In addition to the profile opportunity for Cambridge, the initiative enabled staff and residents to show their pride for the country and make a donation to support Canada's athletes.

In December, Cambridge was part of the Olympic Torch Relay Route. Photos, video captures and information on this can be found at [www.cambridge/olympics](http://www.cambridge/olympics).

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)

To opt out of the news release distribution, please send an email to Linda Fegan [feganl@cambridge.ca](mailto:feganl@cambridge.ca)