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**For Immediate Release****Cambridge Participates in Global Earth Hour**  
Partnerships with Kitchener, Waterloo and Region of Waterloo  
To enhance local awareness

Cambridge, Ontario. March 17, 2010... Eco-consciousness is top of mind for the City of Cambridge. This year, the City will again be part of the global Earth Hour event and will contribute to the overall goal to save energy and raise awareness of energy savings measures. Slated for Saturday, March 27<sup>th</sup> at 8:30 pm, City buildings will reduce non-essential energy consumption as a measure to contribute to overall power savings.

"It's a symbolic move to demonstrate our commitment to the global environmental movement and to join the thousands of cities around the world that are participating," says Cambridge Mayor Doug Craig. Last year, the City achieved a savings of over 500 kilowatts of power which is like running 30 homes for an entire day.

All major facilities including both historic and Cambridge City Hall will be running on less power so look for the clock tower to go dim. Cambridge will also be testing generators at a number of locations including Cambridge Fire stations. Arenas are seeing opportunities to get involved including turning thermostats up for ice temperatures. It represents a coordinated effort by City staff to make a difference.

While Earth Hour is an emblematic event to raise awareness about the need for sustainable, environmentally-friendly practices, the concept is in keeping with the City of Cambridge's focus on the environment and energy conservation. Whether it's roof-top solar panels incorporated as part of the renovation plans underway at the main public works building on Bishop Street, or City Green initiatives such as tree planting and community clean ups, it points to a priority of green business practices for Cambridge.

The City of Cambridge is encouraging the community to get involved and power down for Earth Hour.

"Cambridge is proud to employ many eco-friendly technologies including green power, green walls, green roofs, water collection and recycling systems and hybrid fleet vehicles, to name a few," adds Mayor Craig.

Earth Hour is marked by regional partners including the cities of Waterloo and Kitchener, Region of Waterloo and is in partnership with the Waterloo Region Record. Sign up at [www.earthhourcanada.org](http://www.earthhourcanada.org) and see how others are

contributing to energy savings measures or visit [www.cambridge.ca](http://www.cambridge.ca) and click on the earth hour picture to learn more.

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### About Cambridge

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 advanced manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. The Corporation of the City of Cambridge is an employer with a progressive work environment that offers the opportunity to provide service to the community through creativity and innovation, and with opportunities for career growth and advancement.

### About the Corporation of the City of Cambridge

The Corporation of the City of Cambridge is a dynamic organization filled with dedicated people who deliver vital municipal services to you. Services that residents, businesses, visitors and people like your family and friends enjoy. We're a comprehensive team of professionals: engineers, financial specialists, skilled trades, administrative experts, customer service, communications - and the list goes on.

We're proud to be part of the systems that bring you the array of services that citizens in Cambridge need:

- Parks and recreation
- Activities and programs like pools, seniors' centres, community centres, arenas and other facilities
- Sports programs and all the needs related to playing fields, like indoor soccer, baseball diamonds and other amenities
- Events
- Farmers' Market
- Cemetery services
- Road programs
- Leaf pick up services
- Winter maintenance services
- Water and sewer services
- Fire, emergency and related services
- By-laws and enforcement
- Tax administration
- Licensing for businesses, lotteries, marriage, dogs, and other services like applications for birth, death and marriage certificates, notarizing or commissioning of documents
- Archival research
- Economic Development and business support programs
- Tourism support to share opportunities to showcase the festivals and help bring visitors in to support retail and other elements of the economy
- Administration of committees, steering groups and advisory groups
- Planning and development services
- Traffic and parking services
- Ensuring the best security, police, transit, garbage, water processing service, utilities, animal control are in place.
- Libraries and galleries
- Centre for the arts
- Accessibility matters
- Council services including things like supporting the upcoming needs of our residents for the Oct 2010 municipal elections

It's a multitude of services and we continue to refine and review them to ensure we deliver the services in the most effective, efficient, and proactive ways.

In 2010 we are undergoing a corporate service review. This is a further check and balance system to seeking improvements - like better technologies to simplify processes or realigning how we operate. The comprehensive review is happening this year with a view to providing a report to Council for consideration. The report will be available by year end and will be addressed by the newly elected council for the 2011 budget.

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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