

For Immediate Release

**Mayor's Celebration of the Arts Offers New Youth Component
Call for Applications - Deadline April 26th**

Cambridge, Ontario. April 13, 2010... Calling all Cambridge Youth - Do you want to be part of a new and exciting opportunity to participate in the Mayor's Celebration of the Arts this year? There's a new artistic component that will enable local youth to create an imaginative piece that tells us 'What Cambridge Means' to you.

Now in its eighth year, the Mayor's Celebration of the Arts is slated for Friday June 18th, 2010 at 6:30 pm. While the 'call for proposals' for the regular components of the arts extravaganza has closed, the Mayor's Celebration of the Arts Committee invites Cambridge youth to be among 10 visual artists selected to showcase their work at the prestigious event. Playwright Gary Kirkham and Visual Artist Rick Murphy will jury all entries. There are also financial prizes for winners of this new category that include visual and performance arts. The deadline for applications is 4:00 pm on Monday April 26th.

Application forms may be picked up at the Cambridge City Hall (50 Dickson Street) at the Community Services Department, main floor, City Hall. The forms are also available online at:

www.cambridge.ca/mayor_city_council/mayors_celebration_of_the_arts

Once again, the event is offered free to the community, and it is expected that the attendance levels will surpass previous years; more than 1,500 people enjoyed the performances, exhibitions and sampled gourmet delights from local restaurants last year. This year, nine restaurants will offer up gourmet specials for purchase enabling attendees to enjoy these delights while mulling around the square and taking in the performances at a number of stage venues.

"Our young people are creative and very involved in arts and culture in this community," says Mayor Doug Craig. "It's a natural fit to have a new showcase of their work at this event." In 2002, Mayor Doug Craig introduced the Celebration of the Arts to recognize local artists and showcase their talent. Since its inception, the event has featured over 170 artists.

As a special feature for 2010, there will also be an official ribbon cutting ceremony for Historic City Hall which underwent multi-million dollar renovations. Stay tuned for more details on this and other exciting elements of the Mayor's Celebration of the Arts.

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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 up coming 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

The City of Cambridge press room is located at

http://www.cambridge.ca/the_office_of_the_chief_administrative_officer/corporate_communications_marketing

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