

Media Advisory

Cambridge Riverfest Raft Launch Kicks Off with Excitement

Cambridge, Ontario. May 13, 2010...Expect a new approach to an event that has been part of the Cambridge community for over 30 years.

On **Friday May 14 at 11:00 am**, Cambridge Riverfest organizers will give media, Cambridge City Council and the community a sneak peak at this year's event line up.

Join us at the docks in **Riverbluffs Park, George St. N.**, as Roger Chandler of Blue Heron Rafting and some Cambridge Riverfest volunteers launch a raft ride on the Grand River as a symbol of what's to come for this year.

Raft rides will be one of the new features of Riverfest, an event that has always been about connecting people to the heritage Grand River and this year, the public will have the chance to take a raft ride or ride in a large war canoe as part of the festivities.

Other event features include performances by children's entertainer Erick Traplin and blues and folk artist Mo' Kauffey; inflatable games, reptile display, hip hop lessons, puppets, drawing, drumming, fishing lessons and more.

Join us for the 'Sneak Peak' tomorrow as we showcase these and other exciting things that are part of the 2010 line up. The 2010 Cambridge Riverfest is slated for Saturday June 5 from 11:00 am to 5:00 pm. More information is available at: <http://www.cambridgeriverfest.com/riverfest/>

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For more information on the event contact:
Rick Duffy
Cambridge Riverfest Marketing Co-ordinator
519.623.5571
info@cambridgeriverfest.com

Colleen Lichti
Recreation Coordinator
City Hall
519.740.4681 ext 4603
TTY: 519.623.6691
lichtic@cambridge.ca

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

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

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