

For Immediate Release

Cambridge Arts Festival Features Over 90 Artists

Social Media Art to Green Elements Part of This Year's Line Up

Cambridge, Ontario. May 28, 2010... The interactive festival that includes workshops, demonstrations and hand-on activities is back for the benefit of the community. The Cambridge Arts Festival, a 15 year tradition that has brought thousands of people out to relish in the arts, is slated for Saturday, June 5th at Civic Square (50 Dickson Street) outside of City Hall and the Cambridge Centre for the Arts.

The festival has injected some new elements this year which include a contemporary dance company which has traveled world-wide to exhibit their "method of movement" and two New York visual artist groups.

"This is a tremendous opportunity for the community to soak in the wide array of talent from our local artists," says Mayor Doug Craig. "We have a vibrant and growing arts and culture community, and the City of Cambridge is proud to be a sponsor of this showcase."

The festival runs between 10:00 am and 10:00 pm and includes 90 artists ranging from children's works to award winning poetry. There are culinary artists who will offer taste tests of local and organic food. The public can even help create a piece of art through the "Installation Art", a popular feature of past festivals.

A complete list of activities is available at www.cambridgeartsfestival.com.

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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 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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