

For Immediate Release

Cambridge Farmers' Market Kicks Off Summer Hours with Town Crier & Musical Entertainment

Cambridge, Ontario. June 8, 2010...This Saturday, June 12th, the Cambridge Farmers' Market (CFM) is hosting a special event that will feature live entertainment, face painting and lots of extra activities. The event kick offs the enhanced summer market hours as Wednesday farmers' market days in Civic Square are back on for another exciting season commencing June 16th.

"Family activities are planned as an added bonus for market guests this Saturday. Enjoy the celebrations while you shop the market and take home produce, baked goods, poultry, beef, eggs, cheese, coffees, teas, handmade crafts and more," says Jacqueline Bayley, Market Manager.

Between 7:00 am and 1:00 pm, there will be local musical buskers, free face painting by Madyson and an antique fire truck on hand. In true style of the historical market, Town Crier Scott Fraser will proclaim the summer season of fresh produce.

Market staff will also be introducing a new weekly feature for the Saturday market called the "Kids Corral" craft and activity area. Kids can come by and plant a seed to take home to their own gardens, colour, design with chalk or read a book in the shade.

Be sure to stop in at the market ambassador information booth located in the outdoor market area to enter a free draw to win a market hamper filled with a variety of items from each vendor valued at approximately \$100.

Market vendors and city staff of the Cambridge Farmers' Market invite you to join in the excitement each Saturday between 7:00 am-1:00 pm and Wednesday (June 16th to September 29th) between 8:00 am-2:00 pm. There is convenient free parking, a market ambassador to help you with parcels and a cart if needed to borrow it to take things to your car. Come for the quality, experience the history!

"Make a day of it - spend the morning at the market and visit the shops in the downtown area after that," says Bayley.

For CFM information, call (519)740-4680 ext 4252 or email farmersmarket@cambridge.ca. Want to see something different at your market? Send your comments our way.

-30-

Jacqueline Bayley
Market Manager, Cambridge Farmers' Market
519-740-4680 ext 4252
bayleyj@cambridge.ca

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

To opt out of the news release distribution, please send an email to Linda Fegan feganl@cambridge.ca