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**For Immediate Release**

## **Video Competition Encourages Youth to Get Involved at Municipal Election Time**

Cambridge, Ontario. June 10, 2010... Utilizing social media to get the word out for the upcoming municipal election on October 25<sup>th</sup> is the goal of a new video competition unveiled by the City of Cambridge. The city is challenging its local young people to create a video that will demonstrate the value of voting at the next election to help raise numbers at the polls.

Election results showed that 26 per cent of eligible voters turned out at the polls in 2006 for the last municipal election in Cambridge. This equates to 22,521 residents out of a possible 85,547 eligible. History shows that in the past the number of people participating have been higher; 1988 reached 44 per cent.

To help raise awareness, Cambridge struck a 'Voter to Vote' task force last year to look at ways to enhance communications and share the important message of how the community benefits from a wide range of participation. One area of particular focus is to look at enhanced ways to reach the young people in the community who are eligible to vote.

The video competition is open to anyone in the region and city staff has been working with Conestoga College to share the opportunity with the talented media studies students as well. The contest offers a prize of \$500 to the best video (1-2 minutes in length) and the deadline is August 30<sup>th</sup>. The top three videos will be published on the city's website.

### **What's new in Cambridge?**

When it comes to the election, there are several new elements the community should know:

- Ward boundaries have changed and there are now two more positions on council to better reflect the needs of the growing population of Cambridge
- Polling stations have changed and details will be released soon – as well as details on the advanced poll dates
- Online look ups to verify registration of eligible voters will be launched soon. This will help residents check to see if they are on

the elector's list to ensure the city has the most up to date information

- Moved from a centralized tabulation to decentralized equipment that facilitates information uploading at the location of the vote
- There's a go-to area on the website with all the details and latest news bulletins about the election at:

[www.cambridge.ca/vote2010info](http://www.cambridge.ca/vote2010info)

Cambridge is also collaborating with the regional municipal partners to promote the vote in a number of joint communications campaigns to help spread the word.

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Video submissions should be sent electronically or on discs to Linda Fegan, Corporate Communications and Marketing (feganl@cambridge.ca) for ranking by the task force. All video content must focus on election awareness and not individual candidates. The contest closes at 4:30 pm on August 30<sup>th</sup>, 2010.

#### 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](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)

To opt out of the news release distribution, please send an email to Linda Fegan [feganl@cambridge.ca](mailto:feganl@cambridge.ca)