

For Immediate Release



Flash Mob Dancing Part of Celebrations in Cambridge The Nation's Largest Canada Day Parade

Cambridge, Ontario. June 21, 2010... Canada's birthday is a big deal in Cambridge. The community is ramping up for the nation's largest Canada Day parade on Thursday July 1st. The day long Riverside Park celebrations include fireworks, flash mob dancing, live music and a midway to name a few.

A Conklin Supershows midway will happen on June 30th and July 1st and costs are \$20 for advance wrist bands (online at supershows.ca) and \$26 (at the grounds).

What's the Canada Day Line Up?

The celebrations kick off at 8:00 am with the annual **carp fishing derby** along the banks of the Speed River. The four hour event is free to kids aged 2 through 16 and contestants need to register just before the derby inside Riverside Park.

The two hour **parade** starts at 1:00 pm from King and Bishop Streets and winds its way along King Street to Riverside Park. There's a new Olympics component this year with local Torch Bearers and Olympic mascots set to participate. Twelve marching bands and of course, a plethora of floats and costumed characters will also grace the line up. The parade is broadcast live on Roger's Television.

The **children's activity centre** runs between 2:00 pm and 6:00 pm and offers face painting, art activities, bubbles, games and a new mini-golf area for budding young golfers.

Live music at the mobile stage is offered between 3:00 pm – 11:00 pm featuring local musicians. New this year is flash mob dancing instruction which slated for after the opening ceremony "Ode to the Olympics" at 3:40 pm.

Fireworks follow this live entertainment program at dusk. This picturesque setting at Riverside provides the best back drop for the amazing 20 minute show. (Incumbent weather would move the fireworks to Friday July 2nd and cancellations will be broadcast on DAVE FM).

The **beer gardens** will feature local Grand River Brewing products and run from 12:00 pm to 10:00 pm. The City encourages responsible participation and photo identification is required to enter.

Volunteers Are Still Needed

Run by community volunteers, this year represents the 36th anniversary of the celebrations. Volunteers are still needed for this event and those interested should call Nancy at (519) 650-2246.

"We are excited about the line up planned for this year and remind everyone that while the majority of activities are free, we really need their donations to help support the cost of the fireworks," says Scott Bridger, Chair of the Cambridge Celebrates Canada Day Committee.

While the committee received its largest grant ever from Heritage Canada of \$16,000 (double last year's contribution), it should be noted that it takes some \$80,000 to operate the multi-component event and sponsorship and donations are critical.

"That means that fundraising is so important to make the program successful. We encourage people to donate a dollar or two to help offset the cost of the fireworks. It goes a long way to help us bring this amazing celebration to the community." Bridger also notes that Canada Day is one of the hardest holidays to get volunteers and hopes members of the community will step up and assist.

Last year more than 30,000 people came out for the fireworks show. The celebration is a big undertaking - committee members started planning this year's event in September 2009.

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Contact:

More on Canada Day - <http://cambridgeparade.ca/>

Elaine Downton, Recreation Coordinator
(519) 740-4681 ext 4397
TTY: (519) 623-6691
downtone@cambridge.ca

Cambridge Celebrates Canada Day Committee:
Scott Bridger, Chair
Jacqueline Murray, Parade Chair
Dave Weber, Treasurer

Nichole Fogarty, Sponsorship Coordinator
Dwayne Loughlean, Vendor and Site Coordinator
Dave Angus, Entertainment Coordinator
Ceri Rutland, Children's Coordinator
Kevin Burnett, Secretary
Nancy Lughlean, Volunteer Coordinator
Lin Burxton, Marketing and P.R
Trish Foden, HR & Souvenir

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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