
For Immediate Release

**Help the City of Cambridge Win the Provincial 'Power Pledge'
Deadline is August 14th**

Cambridge, Ontario. July 26, 2010... Do you have phantom loads lurking in your home? If so, you could be wasting as much as 15 per cent of your electricity costs on appliances and electronics that aren't in use.

Phantom load is the term used to describe the small amounts of electricity that your printers, cell phone chargers and game consoles consume – even when they're turned off but plugged in.

This summer, Cambridge and North Dumfries Hydro Inc. (CNDHI) is urging its customers to find ways to "fight phantom power" as part of the Power Pledge campaign. CNDHI and the City of Cambridge are working together and challenging residents to go online and take the Power Pledge to make small – and cost saving – adjustments in the way they use energy, such as reducing phantom power use.

"It's all about environmental stewardship and our involvement in this Power Pledge opportunity sends a message to our community that there are further ways to reduce power consumption that will impact their bottom line," says Cambridge Mayor Doug Craig.

The City will offer a free event at City Hall themed around power conservation on August 14th called 'Power Pledge Outdoor Movie Night'. The PG-rated feature film is 'How to Train your Dragon' and the event is all about getting residents to leave their home in darkness and share a family night with others in the community.

By signing up for the Power Pledge, you help the City of Cambridge compete against communities across Ontario. The winning community will receive a \$10,000 solar installation. You'll also receive twenty Air Miles Reward Miles to keep or donate to a worthy charity.

"Taking the online pledge takes only a minute," says Mayor Craig. "But the benefits can last a lifetime." The competition closes on August 11th. Right now, we have over 1,100 people registered which equates to annual savings of over a half a million dollars.

“Take the Pledge and make your City #1,” that’s the message from Hydro President John Grotheer. It is a simple way for residents to showcase their commitment to reducing waste while helping to build a sustainable community.

If online pledging is not your thing, you can also pledge in-person on Wednesday August 4th at the Cambridge Centre Mall, 355 Hespeler Road, between 11:00 am and 7:00 pm and receive an additional free gift. Look for the booth at the Community Kiosk outside The Bay.

Help the City of Cambridge win this year’s challenge and build on the many sustainable community initiatives underway here. One example is that the City is currently working on the installation of Solar Panels at the Public Works Yard on Bishop Street. It’s an innovative new approach to power production and results in facility cost savings.

For more information or to take the pledge, visit:
www.powerpledge.ca/camhydro

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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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