
For Immediate Release**1,000 People On-Board So Far
Knit camBRIDGE Update**

Cambridge, Ontario. August 10, 2010... More than 1,000 people from many parts of the globe, ranging in age from 4 to 103 years, have joined in to help Cambridge cover the Main Street Bridge with creative knitting designs. 'KNIT camBRIDGE' is a project that showcases knitting: all varieties, all sizes, and all colours to bring them together to cover the historic Main Street Bridge from **September 9th to 26th (official opening on September 11th)**.

"We are thrilled with the response and have submissions from across the region, Ontario, Canada, the United States and even from overseas locations such as New Zealand and Australia," says Sue Sturdy, Artist-in-Residence for the City of Cambridge.

There are so many unique stories about the knitting creations that the City is receiving. A seniors home in London, ON provided 90 scarves, 45 of which were created by 1 person and the average age of this dedicated group was 85 years. Other stories come from South Australia where a 90 year old mother and her daughter contributed five squares; a local woman donated a dress she made in the 1960 that was passed down through her family; and a piece from the Hamilton Aqua Barbies' fitness group – all are now part of the bridge project.

According to Sturdy, the project is about half way to completion and she is asking for more knitting projects to wrap the bridge and reach the goal of raising the profile of the art of knitting. Projects may be dropped off at the Cambridge Centre for the Arts (CCA), 60 Dickson Street, until the end of August.

Lasting Impact on Charities

There's a lasting benefit to the KNIT camBRIDGE project as the contributions will help local programs and charities. "After the display, the knitting will be professionally cleaned and then sewn into scarves and blankets to be donated to worthwhile organizations," she adds. Scarves will also be auctioned off in November with proceeds going to the Food Bank, YWCA and Cambridge Centre for the Arts.

A celebration event is planned for **Saturday September 11th** between 2:00 pm - 5:00 pm at the bridge which also provides an opportunity to talk to some of the contributors and meet the Artist-in-Residence Sue Sturdy who spearheaded the project. Official remarks begin at 3:00 pm.

While downtown taking in the KNIT camBRIDGE experience, make a day of it and visit the opening of two other fibre arts exhibitions: FABRICation at the School of Architecture Riverside Gallery; and the Bi-Annual Fibreworks show is happening at the Cambridge Gallery at Queen's Square. There's also a plethora of dining and shopping opportunities to round out your day.

The project pays tribute to our roots as a strong textile community and was partially funded by the Region of Waterloo Arts Fund Grant. The Cambridge Centre for the Arts also wishes to thank the following sponsors for the generous support of KNIT camBRIDGE: Cambridge Arts Guild, Patons, Bernat, Mary Maxim, Diamond Yarns, City Clean, Reid Chocolates and The Flower Market.

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About AIR

Each year an artist is selected for the position of Artist-in-Residence (A.I.R.) at the Cambridge Centre for the Arts. The artist shares their talents and skills with the community by engaging in various art initiatives that involve participation and arts education. The program is in part funded by the Cambridge Arts Guild. More information on the program, as well as the Cambridge Centre for the Arts can be found at www.cambridgecentreforthearts.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

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