

For Immediate Release

“The Rant - Youth Vote” Wins Video Competition Cambridge Uses Social Media Tools to Help Increase Turn Out at the Polls

Cambridge, Ontario. September 15, 2010...Look out Rick Mercer because a group of Cambridge youth has picked up first prize for their video submission called “The Rant - Youth Vote”.

The winning entry was one of three submissions considered for the City’s first youth video competition wrapped around the election. Designed to use social media as a way to increase the numbers at the polls this municipal election, the competition was open to Waterloo Region youth ages 25 and under, and ran between June and August 30th, 2010.

“We put out a challenge to see if our creative young people could produce a 1-2 minute video that would spark added interest in the next municipal election slated for October 25th,” says Alex Mitchell, the City’s Clerk. The City wanted to better the voter turn out which at the last election amounted to slightly over 26 per cent.

Congratulations go out to **Megan Beretta, Jordan Langlois and Peter Pang**, the team responsible for the winning entry entitled “The Rant - Youth Vote”. It features these Cambridge youth ranting along the scenic Cambridge waterfront and encouraging youth to take a stand. “Municipal politics are right here - it’s the real deal,” says Peter Pang in the video.

Honourable mentions also go to the following creative individuals:

Maria Romano, an 11 year old resident who created a video using the stop motion technique. Her creative expression and desire to get involved at such a young age impressed the judges.

Stephen Mauser who submitted a production with a theme of tearing off bandages which covered his animated character’s mouth to give everyone a voice. The production was both inspiring and thought provoking. While Steven was slightly over the age restriction of 25, the committee felt his work and efforts should be publicly recognized.

Cambridge City Council will present the \$500 prize to the winner along with the certificates of honourable mention in the coming weeks. To view the videos, visit www.cambridge.ca/vote2010info

Latest News on the Municipal Election:

There are a wide variety of locations at which to vote. We have taken extra effort to include locations that are family-friendly in the mix. Advanced Polls begin on October 2nd. The link to the full details is:

<http://www.cambridge.ca/relatedDocs/By-law%20106-10%20-%20Advance%20Polls.pdf>

Polling stations for October 25th are located at:

<http://www.cambridge.ca/relatedDocs/2010%20Poll%20Locations.pdf>

New technology online to look up your name has been deployed by the City this year. Be sure you are on the voter's list by visiting:

http://www.cambridge.ca/city_clerk/cambridge_votes_2010_election/voter_lookup

Questions? Contact vote2010info@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 2010, the population reached over 130,000 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 www.cambridge.ca/pressroom

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