

For Immediate Release

## Two Unique Events Happening in Cambridge Youth Lifestyle Expo and Rock the Mill

Cambridge, Ontario. August 18, 2010... Cambridge and its incredible community volunteers have an excellent event line up of entertainment for you starting this Friday with a skateboard-themed first time event.

**On August 20th**, the City of Cambridge is hosting its first **'Show Up and Show Off Lifestyle Expo'** beginning at 6:00 pm with a free style skate competition. There are a variety of prizes including skateboard decks to be won.

The event will take place at City Hall, 50 Dickson Street in Civic Square and will feature a live Graffiti Wall, Spoken Word Slam, Live Bands and a presentation of skateboard footage on the big screen. A mobile skate park will be brought in for the competition and Dickson Street between Ainslie and Wellington will be closed from noon onward on August 20<sup>th</sup>.

The development of the graffiti wall will be led by local artists Ean Kools and Woody Woodfield and will be displayed at Café 13 after the event. The Spoken Word Slam will feature performances by Tomy Bewick from the Burlington Slam Project, Truth is... by Guelph Spoken Word, and Kevin Sutton who is part of Metaverse, Spoken Word of KW.

The band performance will feature **'Something you Whisper'** offered from 8:30-9:00 pm. A showcase of skateboard footage on the big screen at City Hall will run from 9:00 -10:00 pm to wrap up the festivities.

**On August 21st**, the annual musical event **'Rock the Mill'** will take place between 12:00 noon and 11:00 pm. The event will headline popular band USS (Ubiquitous Synergy Seeker) which according to Toronto Music Scene writer Sheena Lyonnais is exceptional. "Mark my words; Ubiquitous Synergy Seeker are going to be huge. Not only does this duo create intelligent, catchy drum and bass pop songs, they also put on an unmatched stellar live performance."

The event will take place at the Water Street Parking lot number 2 which backs onto Imperial Lane (across from the Cambridge GRT bus terminal). Guests will enter through the Main Street walkway into the parking lot area serving as the venue.

"The committee has worked hard this year to create an unforgettable event," says Heather Melo, Recreation Coordinator. Café 13 (13 Main Street) has partnered with the event team to bring back the Art exhibition to be displayed

in their Galt Room (second floor) and will also host an event after party featuring local band talent.

The City and event team wish to commend the following organizations for their support: Galt (Downtown Cambridge, Galt on the Grand) BIA, Angus Audio, Cambridge and North Dumfries Community Foundation and Macauleys Music. Please note that Main Street between Water and Ainslie will be closed all day and until 2:00 am on August 22nd for the event.

-30-

Contact:  
Heather Melo  
Youth Recreation Coordinator  
Tel: 519-740-4681 x 4369  
TTY: 519-623-6691  
[meloh@cambridge.ca](mailto:meloh@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 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)