

## Media Release

### **Cambridge Gears Up for the 38<sup>th</sup> Annual Santa Claus Parade Organized by Dedicated Volunteers**

Cambridge, Ontario. November 17, 2010... We may be experiencing a change in weather lately, but plans for the Santa Claus Parade in Cambridge aren't dependent on the snow flying.

Slated for Saturday November 20, the 38<sup>th</sup> Annual Santa Claus Parade will leave Hespeler Road (at Dunbar Road) at 6:00 pm. The parade continues north on Hespeler Road concluding at Langs Drive.

"This year it is going to be better than ever," says Chris Ziemski, the Cambridge Santa Claus Parade Committee Chair. Known as one of the province's longest parades, it is expected that there will be 70 entries, as well as eight marching bands, and a plethora of costumed characters that will grace the city streets for the 2010 parade.

Cambridge is one of the first communities in the province to switch to the evening format - a move that added lights and sparkle to the highly anticipated event. The grand finale, of course, is seeing Santa Claus and this is also quite unique in Cambridge as Mrs. Claus has been a regular side kick in the parade for the last decade or so.

Santa had called the committee last week and said, "We are so looking forward to seeing all the friendly folks of Cambridge and area out on the 20th." Both Santa and Mrs. Claus note that Cambridge is one of the nicest and friendliest communities they visit in their travels every year. Santa also asked kids to "remember to bring your letters to Santa in a return addressed envelope so I can write back."

#### Traffic Considerations:

Hespeler Road will be closed to traffic at shortly before 6:00 pm. For those citizens wishing to avoid the road closure, it is recommended to exit the plazas and/or mall areas by 5:30 pm. Industrial Road will be closed at Dunbar Rd to Langs Drive at approximately 3:30 p.m. to accommodate staging for the parade.

"Grand River Transit will run in the area up until the parade start and people are encouraged to take the bus into the area if possible," adds Ziemski.

Rogers TV will be broadcasting the parade live at 6:00 pm for those who cannot attend or who would like to enjoy it in the comfort of their living room.

Contact:

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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 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.

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 [www.cambridge.ca/pressroom](http://www.cambridge.ca/pressroom)

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