

For Immediate Release

## Community Partnerships Essential to Success 'Christmas in Cambridge' Festival Kicks Off

Cambridge, Ontario. November 17, 2010... The 8<sup>th</sup> annual 'Christmas in Cambridge' festival kicked off today with a showcase of amazing events that will roll out for the community. The press conference at Cambridge City Hall brought together corporate sponsors, community partners and artists involved in the festival.

The Christmas in Cambridge festival **officially begins on November 26<sup>th</sup> and runs through to January 8<sup>th</sup>, 2011**. Over the years community partnerships have proven to be a key to the festival's success and this year is no exception.

### What's New?

Part-time students from a Special Events and Festival class at Conestoga College have designed and will operate a new Festive Toss area at Candyland, and the Family and Children's Services Foundation will display their Winterlicious Gingerbread Village creations at Candyland as well. In addition, the Cambridge Sculpture Garden will be featured as part of the Unsilent Night walk this year, and a new group of Waterloo Architecture students in Cambridge who are part of an Architecture and Film course will be providing content for the video installations - unique to the Cambridge event. Christie, the locally based firm known for providing state of the art digital systems, will also be ramping up their presence at the Unsilent Night event with a new installation at City Hall.

Long term partners associated with other events include: the Hespeler BIA with Music & Lights in the Village; Cambridge Self Help Food Bank with the CPR Holiday Train; Preston Towne Centre BIA with Candyland and Carousel and Lights; Galt on the Grand BIA, Cambridge Fire Hall Museum, and Cambridge Libraries & Galleries with Unsilent Night; and, the Mill Race Folk Society with Twelfth Night.

"Partners bring new opportunities, creative input and great energy to the festival," says Colleen Lichti, Recreation Coordinator for the City. "We hope each partner knows how valued they are, and we work to ensure that they reap the benefits of participating as well."

For more event details visit [www.christmasincambridge.ca](http://www.christmasincambridge.ca).



Attn Photo Editors: EVENT PHOTOS ARE AVAILABLE UPON REQUEST or visit the photo gallery at [www.cambridge.ca](http://www.cambridge.ca)

(above: Councillor elect Donna Reid; councillor Pam Wolf, Mayor Doug Craig, councillor elect Frank Monteiro and Councillor Rick Cowsill at the launch of Christmas in Cambridge.)

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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 2007, the population reached over 125,000 people with a multicultural mix and a strong foundation of support services. Cambridge has a diverse economic base with leading industries in manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. The Corporation of the City of Cambridge is an employer with a 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 <http://www.cambridge.ca/article.php?sid=176>

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