

For Immediate Release

'Toys for Tickets' is back on in Cambridge this Holiday Season

Cambridge, Ontario. November 19, 2010...Staff from the City of Cambridge's Parking Operations section is busy getting ready for the 'Toys for Ticket' program which encourages people to pay their parking ticket with a toy. The initiative was the first of its kind in the region and started as a pilot program last year. All the toys collected support the Cambridge Professional Fire Fighters' Association and Salvation Army toy drive program.

"It was an overwhelming success during our pilot year and the community really appreciated the special initiative," says Mayor Doug Craig. "We were happy to bring it back to help brighten the lives of local children on Christmas morning."

Once again this year, people who receive parking tickets between December 1st through to December 15th (excluding those offenses which involve Disabled Parking infractions), may opt to provide a toy of equal value as payment for the fine. Unwrapped toys, along with the receipt, should be delivered to the Cambridge City Hall, 50 Dickson Street, 3rd Floor public counter for Transportation and Public Works during regular office hours.

"While parking in City operated lots in the downtown cores is free during the month of December, last year the 'Toys for Tickets' campaign collected over 284 toys for local kids who would otherwise not receive a gift during the holiday," says Dave Maidment, Manager of Operations for the City.

The City of Cambridge has tracked success of the 2009 campaign and will monitor 2010 with a view to bring an information report forward to council in the new year.

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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 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 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

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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