

For Immediate Release

**Galt on the Grand BIA partners with the Farmers' Market
'Wake Up with Santa' Among the Event Offerings**

Cambridge, Ontario. November 22, 2010... Get set for a free horse and buggy ride departing from the Cambridge Farmers' Market as the Galt on the Grand Business Improvement Area (BIA) teams up with the City of Cambridge to provide a little something special for the holidays.

The 'Wake Up with Santa' event will put you in the holiday spirit on Saturday December 11th. Celebrate the magic of Christmas with a visit to the Cambridge Farmers' Market, 40 Dickson Street and experience the traditional in-door market between 7:00 am and 1:00 pm. Musical entertainment provided by the Salvation Army Band and Waterloo Carollers throughout the morning, along with a special performance at 12 noon at City Hall by the Kiwanis Boys Choir. There are plenty of children's activities, a free draw for a \$100 gift basket and bring your camera as Santa will be there between 9:00 am and 1:00 pm for a visit. We are giving back to the community so please consider bringing a donation to support the Cambridge Self-help Food Bank.

"As a special bonus, a free Horse and Trolley Ride will operate from the market beginning at 9:00 am and extends past the market hours to 3:00 pm," says Andrea Stebbings, Executive Director of the BIA. "The extended hours allow for a visit to the downtown to take in some lunch, shop and experience the historical setting the Galt area has to offer." There's also a chance to win a \$500 shopping spree by voting for your favourite holiday window display. Ballots can be picked up at the market.

Patrons of the Cambridge Farmers' Market can park free behind City Hall off of Thorne Street and are always privy to a parcel carry-out service by asking market staff. "We have a wonderful line up of activities throughout the month of December, so come see what's fresh about the Cambridge Farmers' Market," says Jacqueline Bayley, Market Manager. "If you can't make the December 11th event, there are many other events to consider and don't forget that kids can drop their letters in Santa's mailbox every Saturday in December."

Other Events:

December 4th - Local Pianist Michelle Saunders entertains at the Market and there's free apple cider and special holiday crafts for the kids.

December 18th - Mrs. Claus and Santa's elves make a special appearance at the market. Great family photo opportunity and have a few holiday treats while you shop.

Schedule Change:

Please note the schedule change for the market on December 25th. Instead, the Cambridge Farmers' Market will be held on Wednesday, December 22nd from 7:00 am to 1:00 pm - just in case you need those last minute holiday gifts or meal preparation items. There will be no market between Christmas and New Years and Market vendors will resume operations on Saturday, January 8th 2011.

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Look for the special feature on Cambridge and Galt on the Grand in the Holiday Issue of Grand Magazine.

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.