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**For Immediate Release**

**A Novel Idea at Cambridge Farmers' Market  
The 'Bullybeasts' Take Over on March 5<sup>th</sup>**

Cambridge, Ontario. February 24, 2011... The Cambridge Farmers' Market, 40 Dickson Street, will come to life with characters from delightful adventures that feature 'bullybeasts' when local author Deron Rennick visits on Saturday March 5<sup>th</sup>.

The 51 year-old author recently released 'The Staff of The Demon Chaser', and 'The Webscrolls of Dim Sorcery'. These novels are about the ongoing adventures of the adorable bullybeast characters and Rennick is credited with the rare gift of creating stories to entertain people of all ages.

Jacqueline Bayley, Market Manager says, "Visitors to the market will also meet main characters Tiptin and Shoenia, who have charming bullybeast side kicks in Rennick's novels. These bullybeast uneducated, hairy, 'gacheed' creatures have adorable mannerisms and a sincere, childlike view of right and wrong. Kids will be able to take home special colouring pages of the characters."

Rennick has lived in Cambridge most of his life. "I moved here the summer before starting Kindergarten and have loved the community experience," he recalls. Outside his stint in the army where he lived in numerous places through 1978-81, Rennick also resided in Vancouver from 1990-96. "I moved back to Cambridge because I was homesick and really missed it here."

The accomplished artist wrote his first novel, "The Divided Continent" which is a fictional story about love and war. The story follows four different romances that intertwine with majesty and magic.

While the market is open from 7:00 am - 1:00 pm, Rennick will be available between 10:00 am and 12:00 pm to mingle and sign copies of his books. His novels are available at The Book Express in the Cambridge Centre, Amazon.ca, Barnes and Noble and by visiting the Trafford Publishing website at [www.trafford.com](http://www.trafford.com). If you'd rather purchase them at your favourite bookstore, just ask the manager to place an order.

"The book signing is part of the new line up at the Cambridge Farmers' Market that is designed to offer a little something special to patrons when they visit." Check out the 'Kids Corral and Activity Area' or other featured areas for family activities while you shop.

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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 2010, the population was 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 manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. It's about choice, options and value when you become part of the community.

You meet the nicest people in Cambridge. It's a place that understands all about coming together. There is so much more to Cambridge than the beautiful lands created at the convergence of two rivers or its logistically perfect location in the heart of Ontario's economic corridor. Cambridge is the coming together of people from diverse, close-knit and proud communities. The people of Cambridge 'do the right thing' by respecting history, family values, a sound work ethic, the arts, environment and advancement. A young city, Cambridge is a master of balancing the excitement and promise of the new with the historical significance and stability of the old. A place where coming together is just the start. Uniting together is what sets Cambridge apart. Undiscovered-Cambridge families and entrepreneurs get more for less, and sacrifice nothing.

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 potential 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/pressroom>. To opt out of the news release distribution, please send an email to Linda Fegan [feganl@cambridge.ca](mailto:feganl@cambridge.ca).