

For Immediate Release

Follow Us on Facebook City of Cambridge Launches Corporate Page with a Contest

Cambridge, Ontario. March 16, 2011...The City of Cambridge recently added more social media platforms to the communication mix with its launched of corporate Facebook page (www.facebook.com/thecityofcambridge).



"It's another platform for us to reach out and tell our story through this very popular information-sharing network," says Linda Fegan, Director of Corporate Communications and Marketing. "Branding research told us we have a very proud community that feels there's openness where people know their neighbours and have access to Mayor and Council at City Hall. This new online source is another way to build community and foster respectful and meaningful conversation online."

**SPOT THE OLD
ENTER 2 WIN!**

As part of the launch of the corporate Facebook page, the City is running a special contest called "spot the old logo and share the link" which is focused on identifying the old logo on other websites to aid the transition to the new visual identity which

was approved by council on February 14th. People can also be automatically entered into the contest if they become a fan of the page and 'like' us. The prizes include City of Cambridge prize packs as well as one of 3 hardcover books by local author Deron Rennick. The contest closes April 16th, 2011.

The City of Cambridge Facebook page features events including council agendas and news.

"We encourage our community to also make this a go-to place for broadcasting their events," adds Fegan. Currently, the City's event calendar online is used for city related events and the new avenue will give not-for-profits and other community organizations another option for getting the word out.

-30-

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. 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.