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**For Immediate Release**

**Cambridge Riverfest - Check out the Back 40!  
Earlier Kick Off Time This Year**

Cambridge, Ontario. May 27, 2011...Where's the Back 40 in Riverbluffs Park and what's going on there? It's the place for Cambridge's 29<sup>th</sup> annual Riverfest celebration which takes place on Saturday June 4<sup>th</sup>. The free event kicks off at 10:00 am and runs until 4:00 pm.



The Back 40 is the great open space beyond the boathouse in Riverbluffs Park, a 3.1 hectare park at the intersections of George and James Streets in Cambridge. There you will find Fish Casting lessons among other exciting activities.

"The Back 40 is a grand space with great views of the historic Grand River. We are very happy to be expanding our activities into this area as we continue to grow," says Dave Howell, Riverfest Chair.



There are more than 23 attractions and performers. The well-liked raft rides are on again, but sign up early as space was completely filled last year. Other popular offerings like Paddle Boat Lagoon, Hip Hop lessons, balloon creations, children's entertainer Erick Traplin, and magician Ray Xu are all onboard again.

**What's New?**

New features for the event include: a Flag Raiders paintball booth; the Canadian Raptor Conservancy display; remote control boats by the Golden Triangle Marine Modellers; entertainment from The Ben Show; Engineering Science Quest offering mind boggling experiments from University of Waterloo; SSSciensational Snakes from Scales National Park; Zumba lessons; electric bike (e-bike) rides for kids over 16; Skateboard demos; and two Kitchener Rangers hockey shootout booths.



Emergency services teams are also lined up including participation from Waterloo Regional Police Services. There are even new river rescue demonstrations offered by the Cambridge Fire Department at 10:30 am and 2:00 pm to complement the day.

Combine these exciting opportunities with a great mix of vendors and food - and you'll see why Riverfest is an event you won't want to miss. Check the schedules and other event listings by visiting [www.cambridgeriverfest.com](http://www.cambridgeriverfest.com) or find out on Facebook.

While the event is free, donations are most appreciated.

A special thank you from the City of Cambridge to the following volunteer organizing committee members: Dave Howell, Jessica Ferguson, Michelle Blake, Melissa Guille, Brian Arn, Lorna Schmaltz, and Rick Duffy.

-30-

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The City of Cambridge is a dynamic and growing community that's part of Canada's Technology Triangle. Located in the southern part of Waterloo Region, the community offers a plethora of events and activities for the whole family. Come see why people say, "You meet the nicest people in Cambridge."

For more information on the area or the corporation visit [www.cambridge.ca](http://www.cambridge.ca)  
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