

For Immediate Release

Cambridge Farmers' Market Manager Onboard Something Special for Father's Day

Cambridge, Ontario. June 17, 2011... The popularity of the Cambridge Farmers' Market continues to grow as the City adds healthy seminars, events and more vendors to the mix. Another new thing is Alix Aitken who takes the reins as the new Market Manager.



Aitken most recently held a community development role for Family and Children's Services of Guelph and Wellington, and prior to this worked with the City of Cambridge in the Community Services Department. A graduate of the Recreation and Leisure Services program at Conestoga College Institute of Advanced Learning, Aitken also successfully completed Conestoga's leadership program. She's a devoted community volunteer and has also been involved in the Food Accessibility Table of the Poverty Elimination Task Force for Guelph and Wellington County.

"This is an exciting opportunity to work with the dedicated volunteers on the market steering committee, the local vendors, and the community, as we build upon our successes and

showcase the market that's been a tradition here since the late 1800s. I encourage you to come to the market and see what's new."

Special Father's Day Fare

Come to the Farmers' Market, 40 Dickson Street, on Saturday June 18th for a special start to the Fathers' Day weekend which includes **free horse drawn wagon rides**, sponsored by the Downtown Cambridge Business Improvement Association (BIA). The wagons will depart from outside of Old City Hall and travel throughout the lovely historical downtown area to a special Fathers' Day Car Show being held in parking lot #1 on Water Street. Enjoy a self-guided pictorial tour brochure along the journey to help better identify the architectural buildings.

"Visitors can disembark and roam the car show and then catch the wagon back to the market at their own leisure," says Alix Aitken, Market Manager.

The Cambridge Fire Department will have a fire truck on hand to explore and the Fire Hall Museum across from the market building at 56 Dickson Street will be open to experience; check out the history and displays of the regional fire departments.

Shop the market with fresh produce, baked goods, poultry, beef, eggs, cheese, coffees, teas, handmade crafts everything for Dad to BBQ and more. Experience the market atmosphere, mingle and meander as local musical buskers entertain you. For the young ones, enjoy a free craft for Dad at the "Kids Corral" activity area and there is even face painting and balloons. Kids can colour or even read a book in the shade.

The Cambridge Farmers' Market (www.cambridge.ca/market) is open year round on Saturdays from 7:00 am-1:00 pm and Wednesdays at 8:00 am-1:00 pm until October 26th. For information, call (519) 740-4680 ext 4252 or email farmersmarket@cambridge.ca.

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Discover for the quality, Experience the history! Make a day of it and visit the shops in the area you pass along the way!

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.

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.