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## Media Advisory

### **36<sup>th</sup> Annual Cambridge Highland Games Sneak Peak for Media Games Have Significant Economic Impact on the Community**

Cambridge, Ontario. June 30, 2011... There is less than two weeks to go before the 36<sup>th</sup> annual Cambridge Highland Games are underway. The organizing committee will host a sneak peak for news media to share some of the program details and of course, offer a photo opportunity. A piper, some Highland Dancers, and Scottish cuisine will give attendees a taste for what is to come this year.

**When: Tuesday July 5 at 12 noon**

**Where: Cambridge Chamber of Commerce, 750 Hespeler Road**

The Cambridge Highland Games are slated for Saturday July 16<sup>th</sup> and this year's Chieftan is Ted Fairless. He'll share details at the press conference of the many wonderful activities that are part of the Cambridge event.

The games are a community tradition and there will be over 25 pipe bands, a Highland dance competition, heavy events, tug of war, and the spectacular massed bands demonstration are all in the line up this year. Other event features are an 8km road race, sheep dog demos, children's activities and Scottish cuisine.

Last year, the Highland Games organizers undertook a study which evaluated the economic impact of the festival. The survey revealed there was a huge impact on Cambridge and the Waterloo Region. A total of 6,220 people attended the 35<sup>th</sup> games and there was a significant draw of people outside our city: 46% of survey respondents resided 40 km or more outside of the Cambridge area. Businesses such as restaurants and retail also benefited from the games as visitors (non-locals) spent nearly \$18,000 in the region.

According to the data generated by the Ontario's Tourism Regional Economic Impact Model (TREIM) offered through The Ontario Ministry of Tourism, the games resulted in an economic impact (GDP) of approximately \$121,998 region-wide. This estimate includes direct, indirect, and induced impact. As well, it created the equivalent of two full-year jobs in the region and approximately \$46,664 in taxes for all levels of government.

#### **Scottish Pub Nite Ceilidh**

Friday July 15 at 6:30pm, United Kingdom Club, 35 International Village Drive, Cambridge.

Tickets: \$15, cash bar ticket includes entrance, pie & mushy peas and a beer.  
Music by Fare Enuff

### Highland Games

Saturday July 16 between 9 am - 6 pm at Churchill Park, 200 Christopher Drive with another entrance off Highway 24. Parking is free parking.

Tickets: \$10 (in advance), \$13 (at the gate), \$10 (seniors at the gate), children are free.

More information on the 2011 event may be found at:

[www.cambridgehighlandgames.org](http://www.cambridgehighlandgames.org)

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For more information on the event contact:

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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 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](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).