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Media Advisory

Rock the Mill in Cambridge 'Final Thoughts' Headlining at Music Festival

Cambridge, Ontario. August 4, 2011... Pop, punk and rock musical genres are part of the line up for the 2011 Rock the Mill (RTM) festival happening this Saturday August 6th. While the festival marks its 14th year since it began in Cambridge, what's new is the location; the much anticipated event will take place in Civic Square at Cambridge City Hall, 50 Dickson Street.

Youth coordinators are in full gear to bring a spectacular show to the city. "There are some very dedicated committee members on the RTM advisory group, along with dozens of volunteers that support us on the day of the event," Nayte Melo, Chair of the RTM committee. "Come and join us; enjoy the line up of talent offerings."

When: Saturday August 6th 1:00 - 11:00pm

Set List:

1:00pm: Credit Valley
1:40 - 2:05pm: Manorwood
2:20 - 2:45pm: Fallen Affliction
3:00 - 3:25pm: Bound By Origins
3:40 - 4:05pm: Pull Start Rockets
4:20 - 4:45pm: Something You Whisper
5:00 - 5:25pm: Breaching Vista
5:40 - 6:05pm: Gracefield
6:20 - 6:50pm: Dancing With Paris
7:05 - 7:35pm: The Intake of Glass
7:50 - 8:20pm: Courage My Love
8:35 - 9:05pm: Chasing Ameer
9:20 - 10:00pm: Victory Sweet Victory!
10:15 - 11:00pm: Final Thought

Rock The Mill (RTM) is a FREE summer concert put on by an all-youth volunteer committee. From 1997 to 2006 Rock the Mill has taken place in the picturesque, outdoor amphitheater located along the Grand River in Cambridge Ontario. After the outstanding success of 2006 RTM had grown to a level that was too large for its original home in the mill. 2007 saw RTM move across the river to Dickson Park for its 10th anniversary. With way more room RTM was able to put up 4 stages with over 30 bands playing! To switch things up once

again, Rock the Mill will be debuting its new location in 2011 in front of City Hall on August 6th.

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Contact:

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<http://rockthemill.ca>

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.