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For Immediate Release

Cambridge 'Show Up and Show Off' Youth Event Includes The Vinyl Killer and Chalk Chicks

Cambridge, Ontario. August 4, 2011...The City of Cambridge is pulling out the vinyl for a special youth event called 'Show Up and Show Off'. The event will be offered at Cambridge City Hall (Civic Square), 50 Dickson Street, on Friday August 5th and runs from 6:00pm to 10:00pm.

"It's the second year the City has put on this customized event for youth," says Heather Melo, Recreation Coordinator for the City of Cambridge. "Last year, we had a few hundred young people and their parents show up and immediately after the event, I had calls from parents asking for another opportunity for their kids to get involved. It went over very well."

The event will feature local and out of town performers, skateboarders, artist and film makers, and attendees will even get to view the video footage of the event at the end of the evening on a large screen projection of the performances. "It's a great opportunity for the performers to see themselves in action," notes Melo.

"Come out and learn how to be a disc jockey and scratch the vinyl," says Nicholas Ermeta, the Cambridge Councillor appointed to the Youth Advisory Committee.

In addition to giving Cambridge youth a platform to showcase their talent, the event is also very interactive. Guests are invited to take part in chalk art with the 'Chalk Chicks' or register for the 'Skateboard Rails and Air' Competition which takes place at 6:00 - 8:00pm. Skateboard Competition registration is scheduled between 5:30 - 6:00pm and participants are asked to bring the appropriate protective gear; however, the city will provide helmets if needed. Prizes include new skateboard decks, t-shirts, and other cool swag.

Traffic Impacts

Please note that vehicular traffic will be closed on Dickson Street between Wellington Street and the farmers' market entrance starting Friday at 3:00pm to Sunday at 2:00am for the 'Rock The Mill' and 'Show Up, Show Off' event. The Galt Grand Fest on Saturday August 6 will result in street closures on Main Street between Water and Ainslie Street and between Ainslie and Wellington Street on Saturday from 6:00am through to midnight.

Schedule of Events and Bios

The Chalk Chicks

Demonstrations, along with instruction and interaction take place between 6:00 - 8:00pm

<http://www.chalkchicks.com>

Who are they? With all the television, video games and internet surfing, it seems the phrase "dying art" has reached an unfortunate fruition. As full-time employment, the duo of Valeria Patirani- LeConte, an educator of the arts, and Joanne Rice, who contributes to cartoon TV programming will be a performance to remember. They have been working together for over 29 years and are big fans of street performances. Valeria Patirani- LeConte graduated from the University of Waterloo with a Fine Arts honours degree and went on to specialize in Art Therapy. She enjoys working with adolescents and has been educating them in art techniques for the past four years. She is also an artist who often works with photography and paints, and has a love of illustrations and pen & ink drawings. Joanne Rice is a graduate of the Sheridan College Animation program, and she has worked in Asia and Canada on several TV programs including: Franklin, Little Bear, Magic School Bus and Timothy Goes to School. She has also worked with Disney on Christmas Belle, Winnie the Pooh Valentine and Pocahontas 2. Moving with the times, she is now working on a new computer animation TV series in Toronto and paints amazing murals with The Creative Environment Group.

Local Resident Shanelle Kreslin Performs

6:00-6:15pm

Shanelle Kreslin is only 11 years of age but her voice is more mature than her age. You can find her on YouTube by searching 'Theshiningstar2000'.

Maria and Emma Perform

6:20-6:25pm

Maria and Emma are both 12 years old and have a band called 'ME' which plays pop music and country. While both performers sing and do harmony, Emma plays guitar and Maria plays the piano.

Jack Leiper & Alex Lewis Perform

6:30-6:40pm

Jack Leiper is a Cambridge Guitarist whose main influences include Jimmy Page, The edge, Bruce Springsteen and more. Jack will be performing the song 'Come Together' by the Beatles and will be accompanied by Alex Lewis who is also a local artist who sings and plays guitar. Alex credits Jimmy Hendrix, Jimmy Page, Josh Ramsy, and Paul McCartney for influencing his sound.

Performing and Film Artist Braden Martz

6:45-6:55pm - Film viewing at 9:00pm

Braden Martz is a 17 year-old film maker who has been making films for more than five years. He made his first video for fun on his I mac webcam with his

friends. He really enjoyed editing the video and making it his own piece of work. After that he got his first camera and began experience with special effects. Another talent Braden has is beat boxing which he recently took to the stage at a coffee house and the feedback got him thinking seriously about expanding his opportunities to express his talent.

The Vinyl Killer, Lee Chung

7:00 - 8:00pm

The Vinyl Killer will showcase the art of djing and allow youth to take a turn on the turn tables at this creative and interactive performance.

<http://www.youtube.com/watch?v=V5VQ5VHwpgg>

Ultimately, the focus is on the kids being able to take something with them beyond this upcoming event; motivation, inspiration, focus, confidence, although their hobby (skateboarding, graffiti, etc) may not necessarily be widely accepted, there is an ongoing level of trust that is forged between them and the City.

Axel Villamil

8:00 - 8:30pm

Axel is a local youth performer who has been behind 'flash mob' performances of late in Cambridge at the Mayor's Celebration of the Arts. He's providing a dance demo.

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. 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.