

For Immediate Release

Dunfield Breaks Ground on \$30 Million Investment Cambridge Mayor and Councillor Ermeta Participate in Official Ceremonies

Cambridge, Ontario. November 1, 2011...An upscale \$30 Million development that caters to the 'Un Retirement' crowd today broke ground in Cambridge. The 'Dunfield Cambridge' will offer a new kind of independent and assistive living retirement residence at Saginaw Parkway and Light Drive in the City. The six-storey, 98,400 square-foot (1,900 sq. metre) facility will offer a resort-inspired rental opportunity for approximately 145 residents.

"This is an exciting announcement for the City as the 'Dunfield Cambridge' will be more like a luxury hotel for active seniors," says Mayor Doug Craig. "It is expected to generate some 75 jobs at the facility, not including the jobs that will result in the construction sector."

To be constructed by Melloul-Blamey Construction, one of the largest firms in this region known as Canada's Technology Triangle, the facility will be made of concrete with brick and stone exterior, and will incorporate street-level parking with a concierge service to deliver automobiles to the front door for residents. Landscaping is an important element in the final design and the Dunfield group has integrated over 5,752.43 metres squared of landscaping features into the design.



"That's 54 percent of landscaping coverage on the 1.6 hectares (10,600 metres squared) lot and the traditional approach is around 30 percent of landscaping features," says David McEachern, Operations Consultant. "Finishes will be of a high quality including adding the latest technology in communications and life safety systems to the project."

The facility is also planned with numerous 'green' and user-friendly initiatives. Designed by SMV Architects, the building envelope exceeds insulation requirements by some 25 percent. Adding to the efficiency of the facility are energy efficient fixtures and glazing, along with landscaping features that utilize native landscaping and water efficient plant materials which reduce reliance on potable water for irrigation. Pedestrian-friendly waiting areas, lighting and connections to pathways and transit stops are also part of the mix.

According to the company, the initial investment of more than \$30 Million is just the start of good things to come for Cambridge. Once the building is fully occupied, operational expenses that include wages, taxes, services and other related items will equate to an injection of approximately \$5 Million annually into the local market.

The company's flagship development, 'Dunfield Toronto' opened at Yonge and Eglinton in 2009. Residents have been busy with a wealth of excursions as part of the lifestyle opportunities including go-karting, dog sledding, belly dancing and most recently signing up for 'EdgeWalk' at the CN Tower, which suspends people about 1,600 feet outside the tower and above the City of Toronto.

"Our residents recognize our commitment to providing service, security, impressive suites, gourmet dining and spa services, and of course, the activities that make life exciting," says Michael Latner, owner of the Dunfield Retirement Residence. When it came down to making a decision about the next Dunfield Residence location, Cambridge came to mind. It is seen as an up and coming community that is strategically located to serve southwestern Ontario. It was a natural fit."

Ward Councillor Nicholas Ermeta commends Dunfield for its vision to locate in Cambridge. "We are a very youthful community and have a seniors' population that is young at heart. This development adds diversity to the mix of opportunities here."

Dunfield Cambridge is expected to take about 18 months to construct. The company is already very engaged in the community and has forged partnerships to sponsor a mall walking club, a free seniors skate at Cambridge Centre, and even organizing a Sunday afternoon winter concert series.

"We are focused on immersing ourselves into the community rather than segregating seniors," notes Nella Dunn, Marketing Manager for Dunfield Retirement Residence. "Happy and fulfilled people can translate into living longer and liking it, or so we've been told by some of our residents who are currently enjoying our resort inspired residence in Toronto."

Dunfield's team will hold an information session for the public on Friday November 4th and those interested in attending should contact Nella Dunn (see contact information below) for details.

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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.