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For Immediate Release

## **'Live Right Now' Cambridge Vies for the Live Right Now Capital of Canada**

Cambridge, Ontario, January 24, 2012 - The City of Cambridge and Active Cambridge, a community partner with a mission to make Cambridge a more vibrant and active city, have taken up the challenge to compete for the Live Right Now Capital of Canada through an innovative initiative launched recently by the Canadian Broadcasting Corporation (CBC).

"The search is on to find the community which best embodies the 'Live Right Now' spirit," says Lisa Fender, senior producer of the initiative at CBC. "We want to know what the people of Cambridge are doing to eat better and move more!" The leading broadcaster is using social media to take the pulse of communities from across Canada and Cambridge is poised to lead the race.

In January 2010, CBC began an initiative to inspire Canadians to join together and change the health of people in this country. The initiative was built around the idea that collectively we can make a difference by incorporating small changes to the way we move and how we eat. At that time, thousands of Canadians and dozens of communities came together to take more than 92,000 challenges, share their achievements and support each other to 'Live Right Now'. This initiative resulted in Canadian citizens shedding more than 1.6 million pounds.

"The new Live Right Now Capital of Canada initiative builds on this amazing groundwork and brings additional focus on the continued need to be health conscious by offering a friendly community challenge," says Nicole Cichello, Recreation Coordinator for the City of Cambridge. Places such as Liverpool, Nova Scotia, to Vancouver, British Columbia have demonstrated an amazing dedication to healthy living. Cambridge, Ontario is one of those devoted communities and "we're ready to take the challenge and share our stories."

The winning community will win a grand prize that will be a lasting legacy to help continue the good work kick started by the Live Right Now campaign, including a community celebration and/or the revitalization of a natural space. The winner will also be featured on the CBC television show Steven and Chris along with a Radio Canada broadcast of C'est ça la vie - on April 13, 2012.

**How Can You Help Move Cambridge Forward?**

It's easy to participate. Individuals may visit the websites of the City of Cambridge or Active Cambridge and click on the link that takes you to

[www.liverightnow.ca](http://www.liverightnow.ca). Click the "Connect With Facebook" button to begin the process. (If you are not a Facebook client, please sign up first to set up your account to enable you to participate.) Once registered on the CBC website <http://www.cbc.ca/liverightnow/terms.html> participants should select Cambridge, Ontario, and post your activity. That's it and you can start earning points for our community.

Points will be awarded through completion of a series of online challenges and social media activities which demonstrate that a community embodies the spirit of the competition in four primary categories: family, community, food and physical activity.

All activities must be completed and points awarded by 11:59:59 pm on March 18, 2012 - the end of the Competition Period.

Looking for some ideas on what you can do for points? Points can be earned through activities like:

- Creating a Live Right Now group
- Planning community events via Facebook (eg. a running club)
- Uploading photos/videos/success stories about completed events
- Sharing on Facebook or Twitter
- Liking/sharing of photos/videos/ success stories
- Participating in online community dialogue
- Taking challenges
- Clicking on an article within the application

"Help Cambridge rise to the challenge; beyond the personal rewards of enhancing healthy living, the community can win some amazing opportunities for our residents that will last a lifetime," says Alex Hourahine of Active Cambridge.

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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).