

FOR IMMEDIATE RELEASE

Cambridge Centre is airing their clean laundry on Hespeler Road for Earth Day!

Cambridge, ON, April 19, 2010 – Bed sheets air-drying in earth-friendly fashion notify passersby that Cambridge Centre is ramping up for an eventful three days of eco-fun. A variety of events will be hosted for the Cambridge community April 22, 2010 until April 25, 2010.

Kickoff for Earth Day will begin with a community invitation to help clean up Dumfries Park. The Cambridge Centre administrative staff will get the eco-ball rolling by picking up litter at 10am on April 22, 2010. Eco-focused displays will be in-mall educating shoppers how to reduce their impact. On Saturday, April 24, 2010 in the Cambridge Centre parking lot, The Region of Waterloo is providing rain barrels to Cambridge residents and Greentec is offering a free drop-off location for old computers, monitors, cell phones and other electronic devices.

"We wanted a comprehensive way to bring attention to Earth Day this year. There's a little bit for everyone, and every little bit has a large impact," explains Tracy Leonard, Marketing Director of Cambridge Centre. To increase this impact, Cambridge Centre has partnered with Cambridge and North Dumfries Hydro Inc., RONA, Sears, The Bay, Greentec and Your Neighbourhood Credit Union. Kate Neff, Manager of Marketing and Member Services from Your Neighbourhood Credit Union highlights that "partnering with Cambridge Centre for Earth Day is a great opportunity to become more involved in the community and help positively impact the environment."

The community is invited to join Cambridge Centre for Earth Day activities and to say "thank you" for being green, Cambridge Centre will be distributing 1,000 earth-friendly totes from April 22 to 24 and 500 tree seedlings will be given to visitors of Cambridge Ice Centre on Saturday and Sunday.

The Cambridge community can help make this world a better place while reducing, reusing and recycling with Cambridge Centre. Details are available at www.cambridge-centre.com.

For additional information please contact:
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