



Brampton

Media Release

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CITY RETAINS FIVE STAR RATING FOR WINTERLIGHTS CELEBRATION

Special Recognition for Cassie Campbell Recreation Centre

BRAMPTON, ON: The City of Brampton received a five-star rating for its 2008-2009 WinterLights Celebrations program at the annual awards ceremony held in Prince George, British Columbia on February 21, 2009. The City also received a special recognition for its Festive Season Celebrations and the new Cassie Campbell Recreation Centre.

During the festive season, Brampton's multicultural community comes together to celebrate a number of events that include the Annual Tree Lighting, Santa Claus Parade, Mayor's Levee and Winter Wonderland display at Donald M. Gordon Chinguacousy Park. Every year, Gage Park becomes a focal point with numerous family-oriented activities. Each of these celebrations is a success thanks to community volunteers and corporate sponsors who come together in the spirit of celebration.

The state-of-the-art Cassie Campbell Recreation Centre opened in September 2008 and is the largest centre of its kind in the city. At 165,000 square feet, the centre offers a host of facilities including: an eight lane indoor swimming pool providing an excellent venue for swim meets, swimming lessons or leisure swimming; two ice rinks, one used for team sports such as hockey and ringette and leisure skating for all ages, and the second is home to Skate Canada, offering figure skating lessons every day and a venue for figure skating competitions; day care; meeting rooms; and, a community Police Station. The special recognition is for its accessibility to all members of community – youth, seniors and families. The swimming pool, in particular, has special accessible section for seniors and includes a water wheelchair for the disabled.

"Cassie Campbell Community Centre is beautiful facility and we are extremely proud of this recognition. WinterLights gives us an opportunity to show case the true spirit of Brampton that includes our citizens, our volunteers, and programs that support our community," said Regional Councillor Gael Miles, Chair of the City's Flower City Committee.

The City of Brampton was judged against the following five criteria:

1. Visual Presentation – illumination and decoration of public buildings, open spaces, institutional, industrial, central business and commercial areas, and residential properties and streetscapes.
2. Winter Pleasures – outdoor and indoors activities and events such as winter festivals, carnivals, ice sculptures, snow sculptures, ice skating, ice fishing derbies, winter sports competitions, family and youth activities and gourmet/game food events that promote outdoor and indoor activities.
3. Festive Season Celebrations – indoor and outdoor events such as choir festivals, tree lighting ceremonies, concerts, sleigh rides, festive performing and visual arts programs, candlelight walks, Santa Claus parades, carol singing, heritage and family events during the holiday season.

4. Goodwill Programs - impact on overall betterment of quality of life and enhanced lifestyles through the development and participation of goodwill programs by all sectors, including the interaction and inclusions of seniors, youth, and minorities and less privileged.

5. Tourism and Promotion – focus on “Showcasing your Community” to encourage participation by local residents and tourists to enjoy all that the winter season has to offer in the respective community.

WinterLights is a national program that encourages municipalities across Canada to celebrate winter with decorative, cultural and community programs. WinterLights is a continuation of the summer Communities in Bloom celebration. Over the past few years, the City of Brampton has won numerous awards in the WinterLights and Communities in Bloom competitions. In 2005 and 2006, Brampton was awarded five stars in the National WinterLights competition. Brampton is also the first recipient of the National Communities in Bloom competitions winning bragging rights as the “Best Blooming Community in Canada”. In 2007, Brampton retained Communities in Bloom Five Bloom Rating at the international level. In 2008, the City of Brampton won the International Communities in Bloom title. To learn more, visit www.brampton.ca/cib or e-mail WinterLights@brampton.ca or call 905 874-2300.

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