

## Welcome to Newmarket Riverwalk Commons

### *Town unveils new park at official naming celebration*

**NEWMARKET, Ontario, September 30, 2011** – Earlier this evening, the Town of Newmarket held the official name unveiling and celebration of the new downtown Community Urban Space Project (CUSP). The celebration revealed *Newmarket Riverwalk Commons* as the name of the park, as chosen by residents. Mayor Tony Van Bynen and members of Council, along with Newmarket residents, merchants and business owners were in attendance to join in the celebrations.

“The development of this urban park is not just about creating a community space – it’s about connecting our community,” says Mayor Tony Van Bynen. “The *Newmarket Riverwalk Commons* provides an important missing link to connect our entire trail system from north to south, connecting us with our neighbouring communities and bringing people together from all areas to celebrate and experience everything our downtown has to offer. I look forward to enjoying this space with my family for many years to come.”

The festivities included entertainment from Newmarket’s Citizens Band, Glenn Marais Band, surprise flash mob dance and a spectacular pyrotechnic finale. This celebration also recognized the park’s key role in enhancing and revitalizing Newmarket’s downtown core.



“Not only will this project contribute to enhancing and revitalizing the downtown area; it will also ensure that this area remains a cultural hub and a meeting place for residents and visitors which will drive cultural and economic development,” says Regional Councillor John Taylor. “Newmarket is touted as one of the best places to live in Canada, and it’s projects like these that will ensure this community remains sustainable and exciting for decades to come.”

In 2010, the Town held a contest asking residents to come up with a creative name that reflected the design elements and features of the park, and over 500 entries were received. Council combined components of two names, *Newmarket Commons* and *Riverwalk Park*, to establish the hybrid name, *Newmarket Riverwalk Commons*. Several entries were submitted for these two names, so a random draw was held to select the two winners. Contest winners, Jean Troy (*Newmarket Commons*) and Marshall Cram (*Riverwalk Park*), were recognized and celebrated last night onstage with members of Council.

Construction continues on the park; however, the Town of Newmarket wanted to give residents and visitors access to the space to enjoy at their leisure during the beautiful fall months. A larger community celebration is planned for later this year to mark the opening of the renovated Community Centre, launch of the skating rink and Winter Wonderland Light display. More details on these future festivities will be posted on the Town’s website, [www.newmarket.ca](http://www.newmarket.ca) closer to the event.

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