

For Immediate Release**Cambridge's independent businesses are to get a little help from their friends**

Love Cambridge is targeting businesses across the city to see how it can offer help and support in this tough economic climate.

The ambitious undertaking will begin in Mill Road week commencing February 28 and spread out across the city over the next 12 months.

Cllr Neil McGovern Executive Councillor for Customer Services & Resources says: "It is crucial in these difficult trading times that we let businesses know we are here to give them as much support as we can.

"Our independent traders are the life blood of our city; they help to promote its individuality and we are extremely proud of their efforts.

'Love Cambridge is here to help support the needs of all of the businesses and a broad range of organisations within the city centre. Mill Road is a very important part of the city therefore it is vital we find out how we can help them.'

Love Cambridge the City Centre Partnership for Cambridge is a dynamic organisation which brings together a wide range of interests, across both the public and private sectors and encourages them to work together proactively on a range of projects to improve the city.

Love Cambridge works with a broad range of organisation across the city centre to ensure that Cambridge is a welcoming place to all who use it, that they have an experience worth having, and always leave looking forward to their next visit.

The annual Love Cambridge Members Meeting is being held on **Tuesday 22nd March** at Sidney Sussex College. Emma Thornton, Head of Love Cambridge would encourage any business or organisation to come along, 'The key objective of this meeting is to engage with the business community to inform them of the work the Love Cambridge do and hope that they go away knowing more about us than they did when they arrived'. The evening starts at 6pm, if you would like to attend please call the Love Cambridge team on 01223 457198 or email becky.burrell@love-cambridge.co.uk

For more information, please contact:

Cllr Neil McGovern, Executive Councillor for Customer Services & Resources on neil.mcGovern@cambridge.gov.uk or telephone 01223 308452

Becky Burrell, Partnership Manager Love Cambridge becky.burrell@love-cambridge.co.uk or telephone 01223 457198 or 07879 640567