



MEDIA RELEASE

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Stratford Launches Snow Angels Program

Stratford – The City of Stratford’s Community Services department, in partnership with the Stratford Lakeside Active Adults Association and Stratford Public Library, has launched Snow Angels Stratford.

Snow Angels Stratford is an idea inspired by London-based web and mobile development company Simalam. It is a community driven web-based program to connect neighbours and their neighbourhood in the winter months.

Brad Hernden, Stratford’s Manager of Recreation and Marketing, describes the program as “an experiment in kindness: an online tool to connect those in Stratford who need assistance with shovelling snow to those who are willing and able to do it.”

To get involved, whether you’re a person in need of shoveling or want to help shovel, citizens can register at www.stratfordsnowangels.ca. The site will require general details of where registrants live (only postal code, no specific address), and will provide access to a map showing other citizens that either want to find a snow angel, or want to become a volunteer snow angel.

“While the online tool is simple and easy to use from the comfort of your home computer or mobile device, we recognize that using this online service may be new or intimidating to some citizens,” said Mr. Hernden. “As a result, we have partnered with the Stratford Public Library to provide help desk services to anyone that wishes to use the Snow Angel program but needs technical support.” Individuals can drop into the Library or make an appointment to obtain help in understanding the tool, register for the service, and be walked through the entire process.

To contact the Stratford Public Library, call 519.271.0220 or visit the Library during regular business hours.

For more information on the Snow Angels Stratford program, visit www.stratfordsnowangels.ca.

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