

News Release

For Immediate Release



**Community Safety &
Crime Prevention Council**
Because a connected community
is a safer community

“Say Hi” ... with a Song

Local Canadian Songwriter & Radio Broadcaster Offers Original Song To The ‘Say Hi’ Campaign

Waterloo, Ontario – The Community Safety and Crime Prevention Council (CS&CPC) of the Waterloo Region today announced that local radio personality and songwriter Dave Sturgeon of 570 News has offered an original song entitled “Time to Say Hello” to the regional ‘Say Hi’ campaign. Now in its seventh week, the ‘Say Hi’ campaign is encouraging people throughout the Waterloo Region to get connected with the people that make up their community in an effort to build safer communities.

Inspired by a belief that the world would be a better place if people made an effort to be more aware of each other, Sturgeon wrote “Time to Say Hello” (1993) and recorded it under the direction of Juno Award-Winning Producer Jack Richardson (Bob Seger, Eagles, Guess Who). “When I read the objectives of the Community Safety and Crime Prevention Council’s “Say Hi” initiative, I couldn’t believe it”, said Sturgeon, host of *Sturgeon in the Morning* on 570 News, “It was that same emotion that inspired “Time to Say Hello” several years ago. I am so happy that this song will be used for such a noble cause”.

While a decade has passed since the initial recording of “Time to Say Hello”, the lyrics remain reflective of today’s society:

*“There’s a hundred million people all alone in the world,
From gray-haired bums and bankers, to homeless boys and girls,
If you pass a lonely soul who ain’t been dealt too many aces,
Nod your head and put a smile on one of those hundred million faces.”*

“We are thrilled that Mr. Sturgeon has come forward with this song. It is just the right fit for our ‘Say Hi’ campaign. It speaks about inclusion...inclusion of *everyone* in the community.” said Barry McClinchey, Chair of the Community Safety & Crime Prevention Council, “When you listen to the lyrics, it is as though he wrote this song specifically for our campaign.”

**Say Hi ... with a Song
(Cont'd)**



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The song, "Time to Say Hello", is posted on the Say Hi official campaign website www.sayhi.ca . Campaign organizers are also encouraging local radio stations to add the song to their play lists for the remainder of the Say Hi Campaign, as a reminder of the Say Hi message.

About Dave Sturgeon

Dave Sturgeon is President of Pineland Music Inc. and has also served in various capacities, including a twenty year career in Canadian radio as DJ, program director and talk show host. Sturgeon currently hosts "Sturgeon in the Morning" weekday mornings on 570 News, serving Kitchener-Waterloo.

About the Community Safety and Crime Prevention Council

The Community Safety and Crime Prevention Council (CS&CPC) is a multi-disciplinary group of people who, working together, actively engage in community safety solutions by involving the whole community in crime prevention. CS&CPC members and its committees come from many different sectors within the Region of Waterloo. Representation includes the community-at-large, social service organizations, education, health, planning, justice, corrections, police, media, community and neighbourhood support agencies and political representatives.

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For more information or to schedule an interview, please contact:

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