

MEDIA RELEASE
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NEW CYCLING MAP FOR CITY AND COUNTY OF PETERBOROUGH

[PETERBOROUGH] Cyclists living in or visiting Peterborough & the Kawarthas now have a better way of finding their way around.

A new, two-sided, award-winning, cycling map of the City of Peterborough, County of Peterborough and surrounding areas has just been released. Local riders provided input on recommended routes, inclines and road types according to rider interest.

With the rider in mind, this handy 18" x 24" map folds down to fit conveniently in a cycling jersey. The map was produced through a partnership between the Peterborough Cycling Club, Peterborough Moves and Wild Rock Outfitters with mapping provided by the County and City of Peterborough.

Within days of its publication, this map has already garnered a People's Choice award for the most attractive map selected by attendees at the recent Urban and Regional Information Systems Association (URISA) conference held in Vaughan, Ontario.

Stop by the Peterborough & the Kawarthas Tourism Visitor Information Centre, just off the Parkway near Highway 115, the County of Peterborough office at 470 Water Street, Peterborough City Hall at 500 George Street, or Wild Rock Outfitters at 169 Charlotte Street to pick up your copy of this great summer resource today!

Peterborough & the Kawarthas Tourism (PKT), a division of the Greater Peterborough Area Economic Development Corporation (GPA EDC), is the official Destination Marketing Organization (DMO) for the City and County of Peterborough, representing all tourism businesses throughout the region.

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