

MEDIA RELEASE

May 25, 2009

The CANADIAN CANOE MUSEUM
Le MUSÉE CANADIEN du CANOT



THE CANADIAN CANOE MUSEUM CELEBRATES NATIONAL CANOE DAY ON JUNE 26

Celebrating the Canoe as a Wonder of Canada

[PETERBOROUGH] The Canadian Canoe Museum in Peterborough is celebrating National Canoe Day on Friday, June 26th with a number of special events:

- Start the day in picturesque Peterborough with a sunrise paddle on Little Lake. Participants will meet at the Silver Bean Café/Boat House & Docks at 7:00 a.m. and be led by Canadian Canoe Museum staff around Little Lake.
- Open House with free admission to the Canadian Canoe Museum from 10 a.m. to 5 p.m. (Local radio stations The Wolf 101.5 FM and Kruz 980 AM will be broadcasting live from 10 a.m. to 11 a.m.)
- Canoebecue fundraiser in support of the Canadian Canoe Museum. The party starts at 4 p.m. with a barbeque, live music, miniature canoe races, live auction and a chance to demo historic and unique handling craft from the museum collection. Tickets are \$120 each and tax receipts will be issued. Visit: <http://www.canoemuseum.ca/index.php/canoebecue-ticketshtml>

NATIONAL CANOE DAY, HOW DID IT ALL START?

In the spring of 2007, a national poll conducted by CBC Radio and TV voted the canoe as one of the Seven Wonders of Canada. The Canadian Canoe Museum convened an impromptu party at the [Peterborough Lift Lock](#) (largest hydraulic Lift Lock in the world, located along the Trent-Severn Waterway), inviting people to come with their canoes for a festive ride in the Lift Lock with music and cake. That event was such a success that the idea of an annual event to celebrate the canoe as a wonder of Canada was proposed. So was born National Canoe Day, to be held on June 26th each year during the Celebrate Canada! period leading up to Canada Day.

A call went across the country that invited individuals, families and organizations to join the celebration by doing something with/in/on/beside their canoe, and to register their activity/event with at the National Canoe Day website www.nationalcanoeday.net

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In 2008, with Nova Craft Canoe Company of London, Ontario as corporate sponsor, there were over 20 events across the country, starting at midnight on June 26th in Yellowknife by the light of the Arctic summer sun and working its way south and east with events in British Columbia across to Nova Scotia.

For 2009, The Canadian Canoe Museum is again issuing a national call to individuals and organizations to celebrate National Canoe Day on Friday, June 26th. The goal for 2009 is to grow National Canoe Day activities to 100 events from coast to coast to coast to coast. Events can be registered at www.nationalcanoeday.net

The Canadian Canoe Museum is a unique national heritage centre, located in Peterborough Ontario, that explores the canoe's enduring significance to the peoples of Canada. Visit www.canoemuseum.ca

Peterborough & the Kawarthas Tourism, 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. Visit www.thekawarthas.net for more information.

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