

MEDIA RELEASE

February 10, 2010



PETERBOROUGH WELCOMES CANADA AND THE WORLD IN 2010

[PETERBOROUGH] In 2010, Peterborough will welcome meeting and event groups from across Canada and around the globe. Businesses, volunteers and residents will roll out the red carpet for many events, a sampling of some of the large events are listed below:

2010 Canada-Wide Science Fair, May 15 – 23

Number of visitors: 1700 (500 participants and their chaperones, parents, sponsors and judges)

Website: <http://www.cwsf2010.ca/>

TOPS (Take Off Pounds Sensibly) Southern Ontario Conference, May 27 – 29

Number of visitors: 1500+

www.tops-central-ontario.webs.com

International Dragon Boat Festival, June 11 – 13

Number of visitors: 2000 paddlers and supporters with additional spectators from surrounding area

Website: <http://www.survivorsabreast.com/international-dragon-boat-festival-2010>

The influx of visitors to the region in 2010 presents an opportunity for Peterborough to shine and showcase the area.

Gina Collins, co-chair for the 2010 Canada-Wide Science Fair said, "we are excited to welcome over 500 brilliant young scientists and their families to the area. Throughout the week we will encourage participants to enjoy all that Peterborough has to offer, from fabulous dining to world-class attractions."

Lou Bomhof, TOPS Coordinator, shared that, "delegates will be coming together to celebrate not only weight loss success but also TOPS 55th Canadian Anniversary and we are thrilled we could host this event at the Peterborough Memorial Centre where we will *Carry A Torch For TOPS.*"

"This festival only happens once every four years so this is a wonderful opportunity for us to showcase Peterborough and bring in a significant number of international visitors," said Carol Mutton from the International Dragon Boat Festival.

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Event organizers are still accepting sponsors and can be contacted through the numbers listed below.

2010 Canada-Wide Science Fair Gina Collins: 705-748-1011 ext. 7715	TOPS Ontario Conference Lou Bomhof: 705-944- 5422	International Dragon Boat Festival Carol Mutton: 705-768-4294
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Peterborough & the Kawarthas Tourism (PKT), a division of the GPA EDC, is the official Destination Marketing Organization (DMO) for the City and County of Peterborough, representing all tourism businesses throughout the region. PKT regularly offers assistance to meeting planners with organized familiarization tours and support with planning their conference or meeting.

NOTE:

The Economic Development Council of Ontario (EDCO) held their Annual Conference in Toronto last week at the Toronto Marriott Eaton Centre Hotel. During the event, EDCO, presented their Ontario Awards of Excellence where the GPA EDC took top honours in the Travel Trade and Group Tour category for their *Art of Meeting* and *Art of Exploring* marketing pieces that are used to encourage meetings and group tours to come to the Greater Peterborough area. Studio-N of Peterborough designed both pieces.

The GPA EDC was also recognized with an honourable mention in the Community Brochure category for the Greater Peterborough Area Investment Package, designed by The Vincent Press of Peterborough. The ceremony recognizes winners and honourable mentions for their efforts in promoting communities in the areas of economic development, tourism and product development.

Representatives from the GPA EDC were on hand to accept the award during the Annual Conference. "It is an honour to receive recognition for our efforts as the competition is always very stiff," said Renato Romanin, Senior Vice-President and Deputy CEO of the GPA EDC.