



The CANADIAN CANOE MUSEUM
Le MUSÉE CANADIEN *du* CANOT

NEWS RELEASE

For Immediate Release

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AND SUPPORT THE CANADIAN CANOE MUSEUM**

PETERBOROUGH, Ont. — Chapters Peterborough invites all to join the fun(draising) on Sept. 16, at the store on Lansdowne Street. With a coupon present, 15 per cent of any regular-priced items purchased will support The Canadian Canoe Museum. Additional activities will take place from 10:30 a.m. to 6:00 p.m.

Children in attendance will have the opportunity to participate in wearable canoe races, a canoe craft and story time lead by the Chapters education team. In addition to games and activities, all will be able to view a piece of the museum's collection. A 16-foot cedar strip canoe will be onsite with an interpretive panel.

“At Chapters, we are very passionate about our national heritage,” says Jessica Seguin, Event Coordinator at Chapters Peterborough. “Canoes are an important part of our past and future that every Canadian Can relate to. We are extremely excited to be hosting this fundraiser and showing how much the Canoe Museum means to the community!”

In order for a purchase to benefit the museum, each customer must present a coupon to the cashier. This coupon will be handed out at Chapters by museum staff and volunteers, but those interested can print it from the museum's website, www.canoemuseum.ca, in advance. The coupon is not valid on discounted items.

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For more information, please contact:

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