



The CANADIAN CANOE MUSEUM
Le MUSÉE CANADIEN du CANOT

NEWS RELEASE

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**CANOE MUSEUM FEATURES NEW IMPROVEMENTS –
THANKS TO COGECO**

PETERBOROUGH, Ont. — New life is brought to the galleries at The Canadian Canoe Museum, thanks to Cogeco. Fourteen smart televisions have been donated to the museum. The televisions will replace older models, and the new technology will add value to many of the exhibits.

Instead of operating hardware such as VCRs and DVD players, museum volunteers will only need to push a few buttons to set up the videos each day. Many videos will stay the same, such as Canadian Canoe Demonstration and Canot du Maitre: Building a 36 ft. Voyageur Canoe, a film starring the museum's curator. Although it is not on display, the canoe built in this film is still part of the museum's collection.

“We've been in need of an upgrade for a while,” says Liz Watkins, Associate Curator at The Canadian Canoe Museum. “The new smart televisions will allow us to change the content more frequently, and guests will be able to enjoy more new videos. We are excited to begin using technology that is capable of more than our old televisions.”

The televisions donated by Cogeco include 10 32” Samsung LED TVs, two 40” Samsung LED TVs and two 49” LG Smart TVs. Valued at \$6,000, this generous donation will allow the museum to continue playing short videos at many exhibits. By watching short videos, the visitors are able to feel like a part of the story. Each exhibit is able to have more depth without taking up the museum's limited space.

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