



THE CANADIAN CANOE MUSEUM
LE MUSÉE CANADIEN DU CANOT

NEWS RELEASE

**Beaver Club Gala raises \$110,000 to support educational programming at
The Canadian Canoe Museum**

PETERBOROUGH, Tuesday, October 16, 2018 — The 11th annual Beaver Club Gala, one of the most successful yet, has raised \$110,000 to support children and youth in active engagement and hands-on discovery at The Canadian Canoe Museum.

More than 190 guests purchased tickets for the Saturday, October 13, 2018 event, which was supported by more than 30 corporate sponsors and an array of volunteers. Adam van Koeverden, one of Canada's most celebrated athletes, was the guest host.

The Beaver Club, founded in 1785 by Montreal-based members of the North West Company, was an annual gathering of seasoned fur traders. Today, it recognizes the significance of the fur trade and is an opportunity to gather in support of the museum.

Since its inception, the Beaver Club Gala has raised more than \$860,000 to support the museum's educational programming, which is inspired by its world-class collection.

"On behalf of the Beaver Club Gala Planning Committee, we would like to thank all of the event sponsors and supporters, and of course, our committee colleagues," stated Joanne Brown, Committee Co-Chair with Shirl Delarue. "We know that these funds will go a long way toward providing educational experiences for children and youth both locally and nationally, and we are pleased to play a role."

"As we ramp up to our new museum, the continued strength of our programming is paramount, and we are grateful to an array of incredibly dedicated volunteers and sponsors for their commitment to the work we do everyday," says Shirlanne Pawley-Boyd, Director of Philanthropy.

In 2017, the museum's Education Department reached more children and youth than ever before: 5,749 on site and 3,383 via virtual field trip.

About Education at The Canadian Canoe Museum

The museum's programs for children and youth are all about active engagement and hands-on discovery. Our world-class collection allows us to offer unique experiential field trips that explore the arts, science, language, social studies, history and native studies curricula, all through the lens of the canoe. Students make, bake, build, sing, carve, paint, experiment, measure and map. They examine primary sources, handle artefacts, and paddle canoes in programs that support all learning styles.

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