



THE CANADIAN CANOE MUSEUM
LE MUSÉE CANADIEN DU CANOT

NEWS RELEASE

**The museum's new camp-inspired fund-raising event will encourage attendees to
*channel their flannel***

Campfires & Cocktails on May 4 will raise funds for educational programming at the museum

PETERBOROUGH, Tuesday, March 5, 2019 — Earlier today in the galleries at The Canadian Canoe Museum, community volunteer Jane Ulrich formally announced a new fund-raising event: Campfires & Cocktails.

Attendees will be encouraged to *channel their flannel* as part of this casual camp-inspired event, to take place on May 4, 2019. The event is hosted by the museum and organized by a group of dedicated community volunteers who have been inspired by the work of the organization. Funds raised will support educational and public programs offered at the museum.

Campfires & Cocktails will see attendees explore the museum's galleries as they enjoy campfire-inspired cuisine prepared by local culinary experts, and a cocktail. Meanwhile, the sensational sound of the Dixie Hicks, a local country-folk-pop trio featuring Kate Brioux, Melissa Payne and Kate Suhr, will rival only the rush of the museum's waterfall. The evening will feature a live auction with paddles painted by local artisans and Canadian celebrities. Tickets are \$75 per person and are available now for this one-of-a-kind opportunity to experience the museum's world-class collection. They are available on first-come, first-served basis via canoemuseum.ca/campfires-cocktails.

"My very first visit to The Canadian Canoe Museum was nothing short of jaw dropping," says Ms. Ulrich, who has brought together an organizing committee of 10, who have been working to plan this exciting new event for months.

"Seeing first-hand this world-class collection and learning how to make a canoe is what first inspired me. Then, when I realized how the museum reaches students locally, regionally and around the world, I was further impressed. As an organizing committee, we are inviting community members to join us in supporting this award-winning educational programming, as the museum prepares for its move to the water's edge."

"Museum board, staff and volunteers are so grateful to Jane and this new and energetic group of volunteers for coming to us with innovative ideas about how the canoe can connect our community. We're excited by the event itself – and certainly the support that it will provide as we reach out to children and youth through our suite of educational programming," says Shirianne Pawley-Boyd, Director of Philanthropy.

The museum offers more than 20 hands-on, experiential education programs for students and youth groups from kindergarten through to university and college by day and overnight. In 2018, close to 5,250 students visited the museum in person, while more than 3,000 from eight countries visited via virtual field trip. Field trips are guided by educators offering curriculum-connected programming in both French and English.

Event Overview:

- Saturday, May 4, 2019 – 6:30 p.m.
- The Canadian Canoe Museum – 910 Monaghan Road, Peterborough, Ontario
- Tickets are \$75 per person, which includes campfire-inspired cuisine and a signature cocktail
- Door Prizes
- A live auction with paddles painted by local artisans and Canadian celebrities
- All in support of educational and public programs offered at the museum

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