



MEDIA RELEASE

Canadian Canoe Museum Weathers Pandemic And Increases Digital Programming Thanks To \$400,000 from the Ontario Trillium Foundation

PETERBOROUGH, ON - April 29, 2022: Local MPP Dave Smith visited The Canadian Canoe Museum on Friday to celebrate how the Museum has weathered the pandemic and enhanced its virtual programming capabilities, thanks to a \$150,000 Resilient Communities Fund grant and a \$250,000 Community Building Fund grant from the Ontario Trillium Foundation and the Government of Ontario over the past two years.

“Peterborough is the ‘Canoe Capital of Canada’ and I am pleased that our government, through the Ontario Trillium Foundation, has provided the funds necessary for the Canadian Canoe Museum to pivot and recover from the COVID-19 pandemic,” said MPP Dave Smith. “I encourage our local community members to pay a visit to the museum in person – it’s a fantastic way to learn about the gem we have right here in Peterborough,” MPP Smith added.

The pandemic forced the Canadian Canoe Museum to close its doors on numerous occasions for extended periods, removing visitors’ access to the collection and one of the Museum’s main sources of revenue. In response, the Museum focused on increasing its virtual offerings and tours for schools, groups, volunteers, and the general public. With support from the Ontario Trillium Foundation, staff created a small digital studio for new live and recorded virtual experiences featuring watercraft not currently on exhibit. This past winter, a 360-degree self-guided virtual tour of the Collection Centre was released, along with a behind-the-scenes video tour through the collection with the Curator.

Additional operating relief funds allowed the Museum to sustain operations and remain viable during closures and reduced opening due to COVID-19.

“The support from Ontario Trillium Foundation, both in helping to sustain our operations throughout an ongoing pandemic and enhancing our digital programming, has been crucial for The Canadian Canoe Museum. We have been able to keep the lights on and the Museum operating while offering increased virtual programming, which is a significant achievement during a pandemic. The new digital offerings and experiences, like the 360-degree tour, allow us to share the stories and history held by these canoes and kayaks with virtual visitors all over the world,” said Carolyn Hyslop, Executive Director of The Canadian Canoe Museum.”

To learn more about the Museum’s virtual offerings or to plan your next trip, visit <https://canoemuseum.ca>

The Ontario Trillium Foundation (OTF) is an agency of the Government of Ontario, and one of Canada’s leading granting foundations. Last year, nearly \$112M was invested into 1,384 community projects and partnerships to build healthy and vibrant communities and strengthen the impact of Ontario’s non-profit sector. In 2020/21, OTF supported Ontario’s economic recovery by helping non-profit organizations rebuild and recover from the impacts of COVID-19. Visit otf.ca to learn more.

For further information, please contact:

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About The Canadian Canoe Museum (CCM)

With a world-class collection as a catalyst, The Canadian Canoe Museum inspires connection, curiosity and new understanding. In partnership with individuals, groups and communities – locally, provincially and nationally – we work to experience and explore all that our collection can inspire. This sees students opening their minds in our galleries; community members connecting through artisanry; people of all ages getting on the water and learning to paddle; and exhibitions and events that spark conversation and collaboration.