



JIIimaan KINOMAAGEWIN  
THE CANADIAN CANOE MUSEUM  
LE MUSÉE CANADIEN DU CANOT

## NEWS RELEASE

### **Canadian Canoe Museum Opens Doors, Welcomes the World**

*Official grand opening marks a new era for cultural asset of national significance*

**PETERBOROUGH, ON, MAY 13, 2024** – The Canadian Canoe Museum (CCM), today officially opened its doors to welcome visitors to its new purpose-built, world-class, two-story 65,000-square-foot museum on its five-acre lakefront campus located at 2077 Ashburnham Drive in Peterborough, ON. Visitors are invited to come and enjoy the full museum experience with a variety of on-land and on-water activities that honour Canada’s enduring paddling legacy while learning about history through the display, restoration and appreciation of the canoe.

“We invite new and returning visitors to immerse themselves in the rich histories and diverse cultures of the jiiimaan (canoe) and qajaq (kayak), said Carolyn Hyslop, executive director, The Canadian Canoe Museum. “All of our programming offers hands-on indoor and outdoor experiences connecting visitors and locals to the land, water, and canoe.”

Situated on the Traditional Territory of the Williams Treaties First Nations, the five-acre site of the new Museum, provides stunning west-facing views of Little Lake, a connection to the Trans Canada Trail and is surrounded by public parks.

The new 65,000-square-foot museum and lakefront campus located on the Trent-Severn Waterway, form the key elements of this project, which cost a fully funded \$45M to realize, enables the Museum to display 100 per cent of its more than 600 watercrafts in a facility designed to meet Class “A” controlled museum environment artifact conservation standards.

“Parks Canada is pleased to welcome the new Canadian Canoe Museum to the neighbourhood! Nestled within the heart of the Trent-Severn Waterway National Historic Site, the new museum will continue to symbolize our shared commitment to preserving Canada's rich heritage,” said David Britton, Director of Ontario Waterways, Parks Canada, Government of Canada. “Within these walls, stories of Indigenous traditions, exploration, and craftsmanship are woven into every exhibit, celebrating the timeless bond between Canadians and our iconic watercraft. Together, as proud neighbours, we celebrate the enduring legacy of exploration and connection to our natural wonders.”

Designed by Unity Design Studio (formerly Lett Architects Inc.) the architecture is inspired by craftsmanship, and the use of natural elements reflects a connection to the land inspired by the canoe. It will play a vital role in the stewardship of this (more...)



national cultural asset that was named to the list of Best Cultural Spots on National Geographic's Best of the World 2024, the brand's annual guide of the most exciting, meaningful, and one-of-a-kind travel experiences for 2024.

Visitors can explore 20,000 square feet of new exhibits featuring stories from around the world at their own pace or on a guided tour, peek into the integrated Collection Hall to witness the incredible depth and diversity of the collection, learn new skills in an artisan workshop, and enjoy food and drinks from the Silver Bean Café.

Guests will see and hear Indigenous languages and voices from the moment they enter the Museum. The local Michi Saagig dialect of Anishnaabemowin is used throughout the building and within its exhibits alongside English and French. Additional Indigenous languages are featured in relation to specific watercraft. The Indigenous Languages Program is supported by TD Bank Group through the TD Ready Commitment.

"In the belief that the watercraft and their stories have a pivotal role to play in understanding our past and our collective future, The Museum exhibitions are immersive, dynamic and hands-on allowing the visitor to engage in multiple ways," noted Jeremy Ward, Curator, The Canadian Canoe Museum. "The spaces, in the building, on-land and on-the-water, all offer new and exciting transformational experiences."

The Museum's curatorial staff team works with experts, knowledge holders, and community members from coast-to-coast-to-coast to ensure that the collection is experienced to its fullest in the new exhibit spaces.

The Canadian Canoe Museum is also excited to welcome back teachers, students, and community members with a host of customizable and curriculum-linked programs that build on inspiration found in the exhibits and utilize the outdoor campus year-round. Participants will learn fire building, outdoor cooking, camping, plein air painting, and paddling skills.

Hyslop went on to say, "The Canadian Canoe Museum provides visitors a one-of-a-kind experience and access to the world's largest collection of canoes, kayaks and paddled watercraft. This distinctly Canadian museum and its collection is a cultural asset of national significance and will educate and provide continued learning about our country's heritage for generations to come."

The new facility and its multipurpose room with stunning lake views is available to rent for community and corporate meetings, conferences, events and weddings.



JIIMAAN KINOMAAGEWIN  
THE CANADIAN CANOE MUSEUM  
LE MUSÉE CANADIEN DU CANOT

“We are incredibly grateful for the overwhelming support we have received from our local community, individuals across Canada, government partners, foundations and financial institutions,

“Now we’re thrilled to open our doors and welcome everyone in,” said Hyslop.

**About the Canadian Canoe Museum ([www.canoemuseum.ca](http://www.canoemuseum.ca))**

Located on the Traditional Territory of the Williams Treaties First Nations in Peterborough, Ontario, The Canadian Canoe Museum stewards the world’s largest collection of canoes, kayaks, and paddled watercraft. As part of the Museum’s responsibility for this cultural asset of national significance (Senate of Canada, 2013), it now displays 100 per cent of its collection in its new purpose-built 65,000-square-foot home facility on the waters of Little Lake that aspires to be as innovative as the canoe itself. With an array of indoor and outdoor spaces, the Museum inspires visitors to learn about Canada’s collective history and reinforce our connections to land, water, and one another – all through the unique lens of the iconic canoe. The Museum was named to the list of Best Cultural Spots on National Geographic’s Best of the World 2024, the brand’s annual guide of the most exciting, meaningful, and one-of-a-kind travel experiences for 2024.

**Social Media:** @cndncanoemuseum

**Hashtags:** #NewCanoeMuseum #WatersEdge #BestOfTheWorld

-30-

**Note to Editors:**

High-resolution digital images are available online at [www.canadiancanoemuseum.ca/grand-opening-media-kit](http://www.canadiancanoemuseum.ca/grand-opening-media-kit)

**For further information:**

Caroline Spivak

Profile Communications

[caroline@profilecoms.com](mailto:caroline@profilecoms.com)

416.371.9740