



New Partnership of Cottagers and Canoes, just in time for National Canoe Day!

MEDIA RELEASE, June 19, 2012. Peterborough, Ontario.

The Canadian Canoe Museum is pleased to announce a new partnership with the Federation of Ontario Cottagers' Associations (FOCA). This co-sponsorship arrangement brings increased exposure to both organizations and ensures heightened awareness of our respective programming and contributions.

The canoe has graced Ontario's cottage docks for 150 years. "This is a logical step for FOCA and the Museum, both of which happen to be based in Peterborough, but have members much farther afield," notes Michelle Lewin, FOCA's Communications Coordinator. "In a recent member survey, two-thirds of respondents reported that they canoe regularly, and 90% of them own at least one canoe!"

"We're delighted to enter into this partnership with an organization that numbers so many canoeists among their members," said Museum General Manager, John Summers. "It is a great way to connect the canoeing history in our exhibits and collections to those who enjoy canoeing today."

2012 marks the 5th observance of **National Canoe Day**, which will be celebrated this week across Canada. The Canadian Canoe Museum will host a free event on Saturday June 23rd from 9:00am to 3:00pm at Millennium Park in Peterborough (near the Silver Bean Cafe). Everyone is invited. You can bring your own canoe or kayak down to the Park and go for a paddle with us, or take some of our canoes and kayaks out. Never been in a big Voyageur Canoe? Let us take you out for a ride. There will be demonstrations of marathon canoe racing, paddle carving and other artisan crafts as well as a kids' craft area, and lunch (including cake, while supplies last) for those who join us on a canoe or kayak ride. For more listings of National Canoe Day events across the country, visit:

www.nationalcanoeday.net



About FOCA: Now celebrating its 50th anniversary year, the Federation of Ontario Cottagers' Associations (FOCA) is a membership organization representing 50,000 families in 500 lake associations across the province. FOCA is dedicated to protecting thriving and sustainable waterfronts across Ontario. Find out about our programs online: www.foca.on.ca
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About the Canadian Canoe Museum: The Canadian Canoe Museum is a unique national heritage centre that explores the canoe's enduring significance to the peoples of Canada. Experience the world's largest collection of canoes, kayaks and paddled watercraft and learn how the canoe has defined the Canadian character and spirit. We're an engaging, family-friendly museum with interactive, hands-on galleries.

Find out about our membership and programs online: www.canoemuseum.ca

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