

## Public Service Announcement



# PETERBOROUGH & THE KAWARTHAS TOURISM CHALLENGES COMMUNITY TO "PINK IT UP"

[PETERBOROUGH] Peterborough & the Kawarthas Tourism, a division of the Greater Peterborough Area Economic Development Corporation (GPA EDC), is issuing a challenge to local business owners and residents to wear pink from June 11-13th, 2010 as a public display of support for Peterborough's international guests who are in town for the International Dragon Boat Festival.

More than 2000 paddlers, their families, friends and supporters will be attending the festival, which is taking place in Del Crary Park in downtown Peterborough from June 11-13th. Peterborough's survivor team, Survivors Abreast, is tickled pink to be hosting this worldwide event.

The International Dragon Boat Festival coincides with Tourism Week in Canada, which runs from June 7-13th, 2010. It is a national celebration that highlights the economic impact and social benefits of Canada's tourism sector, which is a \$71.5 Billion industry that contributes significantly to the standard of living and quality of life for all Canadians.

The City and County of Peterborough see, on average, over 2 million visitors annually, which in turn is responsible for over 2400 part time, full time and seasonal jobs. The International Dragon Boat Festival will have a significant economic impact in our region.

Peterborough & the Kawarthas Tourism encourages all businesses and residents to welcome its international guests to the region by wearing pink June 11th-13th.

Peterborough & the Kawarthas Tourism is the official Destination Marketing Organization (DMO) for the Greater Peterborough Region. Operating from a new state of the art facility at The Parkway and Crawford Drive in Peterborough, Ontario, the Visitor Information Centre is open year round. For more information visit [thekawarthas.net](http://thekawarthas.net), or stop by their booth at the International Dragon Boat Festival.

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