



# City of Peterborough

## Media Release

### FOR IMMEDIATE RELEASE

January 24, 2008  
Peterborough, ON --

### MARKETING AND PROMOTIONAL SERVICES FOR THE PETERBOROUGH MEMORIAL CENTRE

The Request for Proposal for Marketing and Promotional Services for the Peterborough Memorial Centre has been awarded to On Top Marketing of Sunderland, Ontario.

On Top Marketing has an extensive network of contacts in diverse areas of the entertainment industry including, broadcasters, media, artist management, booking agencies and within the sports industry. On Top Marketing will assist staff to promote the Memorial Centre and Morrow Park as a competitive venue for major events to a wider variety of potential clients.

Sue Warrington of the Memorial Centre states, "The Peterborough Memorial Centre is a unique entertainment facility that Peterborough can proudly call its own. Our goal is to increase the exposure of this valuable asset, thereby attracting more entertaining events and rental bookings to our facility increasing activities for local citizens as well as enticing tourists to our community. Working with the experienced professionals of On Top Marketing will help us to realize this vision."

This information is also available on our City of Peterborough website at [www.peterborough.ca](http://www.peterborough.ca).

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For further information, please contact the undersigned:

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