



**MEDIA RELEASE**  
June 4, 2008

## **PETERBOROUGH & THE KAWARTHAS TOURISM (PKT) KICKS-OFF THE SUMMER SEASON**

*Town Crier Officially 'Rings In' Start of Summer Season*

**[PETERBOROUGH]** Together with their Tourism Partners, the Greater Peterborough Area Economic Development Corporation's (GPA EDC) Peterborough & the Kawarthas Tourism (PKT) kicked-off the 2008 summer season today with an official ringing in of summer celebration at Chemong Lodge.

More than 100 tourism partners and dignitaries attended the event that included exhibits from 10 local organizations, networking opportunities including a brochure swap and complimentary hors d'oeuvres sponsored by Burnham Mansion, Central Smith Creamery, Elmhirst's Resort and Irwin Inn.

"This is an opportunity for us to get together with our partners and start the summer season off right. For most of our partners summer is their busiest time and what better way to kick it off than with a celebration among fellow business owners," said Fiona Dawson, Tourism Development Officer, GPA EDC. Fiona also highlighted the Kick it up in the Kawarthas program and the official opening of Peterborough Region Trails.

Coralie Jacobs, Marketing Officer, PKT thanked the local sponsors of the event and Chemong Lodge for providing a venue. The event concluded with a draw for door prizes donated by PKT Partners.

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