



# City of Peterborough

## Media Release

**FOR IMMEDIATE RELEASE**

September 22, 2010  
Peterborough, ON --

On Wednesday, September 29<sup>th</sup> the City of Peterborough will formally launch its first Municipal Cultural Planning project. The event will begin at 6:00 p.m. at the Art Gallery of Peterborough. All are welcome.

The goal of municipal cultural planning is to ensure that, along with economic, social and environmental factors, cultural factors are considered when municipalities make decisions. While Peterborough is recognized nationally for its proactive support of arts, culture and heritage, it has never created a municipal cultural plan. Through extensive community engagement, this project aims to provide a set of guiding principles and actions to ensure Peterborough reaches its greatest potential as a culturally vibrant, creative city.

For the creation of the plan, the City has chosen an award winning team with substantial experience working in cultural development across Ontario and Canada. Consultants from the integrated design firm, Dialog, are leading the process in association with Jenny Ginder of Ginder Consulting. The project is currently in the first of three phases, which is focused on understanding the current local cultural context. Everyone with an interest in seeing Peterborough thrive as a creative city - residents, artists, business owners, cultural groups and other stakeholders - is invited to be part of this exciting process.

This project is being funded, in part, by the Government of Ontario through the Creative Communities Prosperity Fund.

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