

Backgrounder – New Logo Helps *Doors Open Peterborough* Celebrate its 10th Anniversary

A brand new logo featuring a stylized Market Hall with bright colours, marks the 10th annual Doors Open Peterborough event this fall. Doors Open is unique in providing visitors with free admission to all locations. In many cases people can tour ‘behind the scenes’ or visit places they might never have thought to go before. Peterborough’s event has expanded to a two-day celebration and will take place **September 24 and 25, 2011**.

Besides its prominent use on Doors Open promotional material, the new logo will be shown on the back cover of the new Fall Winter Leisure Guide for the City.

Starting in 2002 with free tours at 20 diverse historic sites, Doors Open Peterborough has become a “must-see” event each autumn. Doors Open began in Europe in 1990 and Toronto became the first North American city to host the concept in 2000. Peterborough is considered a founding partner in Doors Open across Ontario, joining in the first year of the province-wide programme and continuing every year since.

Various themes have tied the event together over the years. In 2005, an Anniversary Fair highlighted clubs and organizations celebrating significant milestones during Peterborough’s own Centennial Year. Sometimes, sites were clustered in geographic zones such as in 2007 when Trent University buildings along London Street were featured, or in 2009 when sites in East City / Ashburnham were available to the public.

2011’s theme is “Peterborough – The Participation City” and deals with the history of sports and sporting organizations in the city. Several sports organizations and clubs will be featured including detailed facility tours at both the Memorial Centre and the Trent University Athletic Centre. Free shuttle buses will loop around the city on Saturday Sept. 24th, bringing visitors to site locations. Guided and self-guided walking tours will take place on both Saturday and Sunday. Details are available on the website www.doorsopenpeterborough.ca .

Locations and organizations which will take part in 2011 are:

Peterborough Memorial Centre and vicinity (Sports Hall of Fame, Petes, Lakers, Figure Skating, Kawartha Gymnastics)
Quaker Tennis Club
Peterborough Pagans Rugby Club
Canadian Canoe Museum
Trent University Athletic Centre
Disc Golf Association at Riverview Park and Zoo
Peterborough Lawn Bowling Club

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Doors Open Ontario is a program of the Ontario Heritage Trust.

