



City of Peterborough

Media Advisory

FOR IMMEDIATE RELEASE

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Peterborough, ON --

New Logo Unveiled for Doors Open Peterborough

Doors Open Peterborough will be celebrating its 10th anniversary in 2011. To mark the occasion, the Doors Open Committee, part of the Peterborough Architectural Conservation Advisory Committee (PACAC), has commissioned a new logo that captures the vibrant spirit of Peterborough.

The new logo was designed by local graphic designer Malcolm Goodwin, of Goodwin Designs and draws on the iconic Market Hall for its inspiration. The letters "DO" stand for Doors Open but also urge citizens to be active, to get out, and tour participating sites. In 2011 the theme is very reflective of community interests - "Peterborough - The Participation City: A History of Sports in Peterborough".

At the unveiling, Mayor Daryl Bennett introduced the new logo, commenting, "It is fitting that our beloved Market Hall should be part of the heritage being celebrated by the Doors Open Peterborough Committee with this new logo. The citizens of Peterborough have shown tremendous support for the restoration and renewal of Market Hall and this is one more link between our storied past and a bright future."

Erik Hanson, Heritage Resources Coordinator, noted "Market Hall is a symbol of Peterborough's heritage as much as our city is known for its long history of participation in sporting activities. More than 200 sports figures have been inducted into the Peterborough & District Sports Hall of Fame, including professional athletes, Olympians, and World Champions. Doors Open Peterborough 2011 will celebrate this rich history of sport and recreation in Peterborough."

The Doors Open program across Ontario seeks to celebrate, educate, and inform citizens and visitors of the importance of architectural, cultural, and historical sites. Guided tours, displays, and activities all enrich the visitor experience. Since 2002, Doors Open Peterborough has grown from a grass roots heritage celebration to a much-anticipated, city-wide fall tradition that brings our shared heritage to the fore.

Further information about Doors Open Peterborough and associated events, September 24 and 25, 2011 can be found at www.doorsopenpeterborough.ca.

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