



City of Peterborough

Media Release

FOR IMMEDIATE RELEASE

September 29, 2011
Peterborough, ON --

RE/MAX PARTNERS WITH THE PETERBOROUGH MEMORIAL CENTRE FOR SKYBOX NAMING RIGHTS

The Peterborough Memorial Centre and the City of Peterborough are proud to announce they have partnered with RE/MAX (Promotions - Ontario) in a five (5) year partnership which includes the official "Naming Rights" of the group sales area for all events at the PMC. The Skybox has now been officially re-named the "RE/MAX Skybox".

The RE/MAX Skybox and 4th Floor area have been totally redecorated with the vivid RE/MAX red and brand. RE/MAX will also become the "Presenting" partner for the Peterborough Home and Outdoor Show, the area's largest Home and Outdoor show, located at the PMC for three days annually in mid March.

"The commitment shown by RE/MAX is not only an investment in the Peterborough Memorial Centre but also an investment in this community. RE/MAX sees the value in the exposure of being a partner with the PMC. We are excited about this new partnership and working with the local and national offices of RE/MAX. This is the first naming rights opportunity in the PMC and RE/MAX can be proud that they were able to put their brand on this facility first." said Sue Warrington, Arena Division Manager.

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