



City of
Peterborough



FOR IMMEDIATE RELEASE

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Peterborough, ON --

City of Peterborough launches redesigned immigration portal with new interactive tools and mobile friendly features

In 2012 the Conference Board of Canada reported that 36 per cent of new Canadians in Peterborough were self-employed — the highest rate of immigrant entrepreneurship in the country. According to Rhonda Keenan, President and CEO of Peterborough and the Kawarthas Economic Development, “This is a testament to both the collaborative and welcoming business environment and quality of life in the region. Professionals from around the world are finding the support and resources that they need to succeed in our community.”

One of the many supports to those who are new or considering Peterborough as their next destination is the immigration portal, WelcomePeterborough.ca. The portal is an all-inclusive web resource designed to attract and retain international students, immigrant entrepreneurs and newcomers to the Peterborough area. It showcases why Peterborough is a good place to live, study, work or invest and it is a gateway to information newcomers and families need to settle in our community.

“Newcomers not only enrich the diversity of their communities, they also bring new skills and ideas that help grow local economies. By helping newcomers contribute to the social and economic fabric of the community, Peterborough is positioning itself for continued prosperity” says Laura Albanese, Minister of Citizenship and Immigration.

The City of Peterborough has been hosting an immigration portal since 2010 through funding provided by the Government of Ontario. In 2016, the City of Peterborough embarked on a project to substantially revitalize and upgrade the existing immigration website. The improved site includes new interactive tools, mobile friendly features and will be followed by a four month media campaign showcasing Peterborough as a great destination to live, study and do business.

The media launch of the new immigration portal will take place on **June 21, 2017 at 10 am** at the new City of Peterborough’s Community Services Offices on **210 Wolfe Street**.

Daryl Bennett, Mayor of Peterborough and Jeff Leal, MPP and Minister of Agriculture, Food and Rural Affairs will be in attendance.

For more information visit www.welcomepeterborough.ca or follow on [Facebook](https://www.facebook.com/WelcomePtbo) and [Twitter](https://twitter.com/WelcomePtbo) @WelcomePtbo.

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