



MEDIA RELEASE

September 28, 2009

PETERBOROUGH MUSEUM & ARCHIVES CELEBRATES CANADIAN MUSEUMS DAY ON PARLIAMENT HILL

On September 29, 2009, over 50 museum professionals from across Canada will be meeting with members of Parliament and senators to make the case that Canada's museums require more substantial and stable federal support. **Gayle McIntyre** will be representing the City's **Museum and Archives Advisory Committee** at meetings scheduled with several MPs.

The day will culminate in a reception hosted by the Honourable Noël A. Kinsella, Speaker of the Senate.

Coordinated by the Canadian Museums Association (CMA) and the Canadian Art Museums Directors' Organization (CAMDO), Canadian Museums Day recognizes the enormous contributions that museums make to our communities and to the economy.

Canada is home to over 2,500 museums that employ over 24,000 Canadians and contribute \$650 million in direct salaries and wages. Museums educate 7.5 million school children annually and receive over 59 million visits per year. Tourist visits to museums contribute an estimated \$17 billion to Canada's economy.

McIntyre, Coordinator of Fleming College's *Museum Management and Curatorship* program, is a member of the City of Peterborough's *Museum and Archives Advisory Committee*, which advises Council on matters regarding the Peterborough Museum & Archives.

Museum Director, Susan Neale noted that, "tourism is an important contributor to Peterborough's economic health and we know that museums attract tourists. Tourists seem to know, almost instinctively, that the best way to learn about a community's character, culture and shared experience, is to visit the local museum."

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