



## **Peterborough's Heritage Week**

Mr. Erik Hanson  
Historic Resources Coordinator  
Heritage Preservation Office, City of Peterborough  
500 George St. N, Peterborough ON K9H 3R9

January 10, 2011

Dear Mr. Hanson,

As Chair of the ad hoc organizing committee for Peterborough's Heritage Week 2011, taking place February 18<sup>th</sup> through 26<sup>th</sup>, 2011, I am writing to ask for PACAC's assistance with our promotional and marketing activities.

A number of heritage organizations have stepped forward to participate in what promised to be an event-filled nine-day period, one that we hope will be the first of many celebrations of our natural and cultural heritage not just for Peterborough but in the surrounding county as well. Historical societies, museums, archives, conservation authorities and professional associations are planning special exhibits, talks and tours. For example, the National Historic Sites Alliance for Ontario, of which I am Vice-Chair, is hosting a two-day workshop on "Conserving the Modern" during that time.

We would like to promote our activities widely with the general public and are seeking media outlets to work with us. Media releases can generate interest but do not always result in full advance coverage of what will be happening. Our research has shown that radio advertising is an effective way to promote events and receive both editorial and public service coverage. Radio stations *Star 93.3* and *107.9 The Breeze* have offered us extended coverage with editorial, website presence, and daily promotions (a \$1500 value) for \$500.

Since we are an ad hoc committee, no organization has an existing and available budget line for this purpose. Please ask PACAC if it would be willing to cover the cost of radio advertising for Heritage Week. As one of Peterborough's leading heritage preservation organizations, this would be an appropriate use of its funds. Thank you in advance for your assistance.

Sheryl A. Smith  
Chair, Peterborough's Heritage Week Organizing Committee