



ECONOMIC DEVELOPMENT

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EXCITING YEAR AHEAD FOR REGION'S LEAD ECONOMIC DEVELOPMENT CORPORATION

[PETERBOROUGH, ON]: Earlier today, Peterborough Economic Development hosted its Annual General Meeting and Showcase at Market Hall Performing Arts Centre. The corporation, which serves as the lead regional economic development agency for the City & County of Peterborough, reviewed last year's accomplishments and highlighted an exciting year ahead including relocating to VentureNorth and an evolution of its brand that will alter the operating name of the corporation to Peterborough & the Kawarthas Economic Development.

"This region is known throughout the province as "Peterborough & the Kawarthas". We have a well-established destination brand that went through a full stakeholder-consultation when it was established. This brand resonates with our funding stakeholders throughout the City, County and townships and is the singular brand that represents the region as a whole." explains Peterborough & the Kawarthas Economic Development's President & CEO, Rhonda Keenan. "Further to that, this is a move, that similar to our physical relocation, will serve to unify the divisions of our corporation, including Peterborough & the Kawarthas Tourism (the official destination marketing organization for the City & County of Peterborough) and the Peterborough & the Kawarthas Business Advisory Centre."

In addition to the branding update, Peterborough & the Kawarthas Economic Development's Board of Directors appointed a new board member at today's meeting. Terry McCullough, Vice President and General Manager of Savage Arms Canada, brings to his board position over 30 years of manufacturing experience in engineering and progressive leadership roles over several major manufacturing sectors.

For more information on Peterborough & the Kawarthas Economic Development's results from last year, please visit: **peterboroughed.ca/2016**.

For more information on Peterborough & the Kawarthas Economic Development's relocation, please visit: **peterboroughed.ca/move**

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