



ECONOMIC DEVELOPMENT

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## **PETERBOROUGH & THE KAWARTHAS ECONOMIC DEVELOPMENT ON A WINNING STREAK AT PROVINCIAL AWARDS**

[PETERBOROUGH, ON]: On Wednesday February 7th, representatives from Peterborough & the Kawarthas Economic Development (PKED) attended the Economic Developers Council of Ontario (EDCO)'s Awards of Excellence, where the organization was the winner of the 2017 Special Events Award for the newly developed experience, Under Water Dining at Lock 21.

The award comes as a result of Peterborough & the Kawarthas Tourism's (a division of Peterborough & the Kawarthas Economic Development, and the official destination marketing organization for the region) continued focus on the development of experiential travel opportunities that highlight the region's strengths and tourism assets.

"We are excited to have Under Water Dining at Lock 21 recognized as an outstanding event by the Province's economic development community," stated Tracie Bertrand, Director of Tourism & Communications with Peterborough & the Kawarthas Economic Development. "This award reinforces for us the importance of tourism as a key economic driver in our community. It also highlights that local collaboration is what propels us forward as we strive to set our region apart from others in a competitive global market."

Under Water Dining at Lock 21, which launched last year, takes visitors on a hands-on, historical dining experience through, inside and under the world's highest hydraulic lift lock featuring a locally-inspired menu by Tres Hombres. This experience was developed in partnership with Parks Canada (Trent-Severn Waterway), the Canadian Canoe Museum, and the support of Regional Tourism Organization 8 and the Ministry of Tourism, Culture & Sport.

This is third consecutive year that PKED has been the recipient of an EDCO Award of Excellence. In 2017, the organization brought home the marketing award in the advertising category for their Food & Agriculture Video. In 2016, PKED received the award for Public-Private Partnership for the development of the area's first official road cycling routes. Additionally, Peterborough & the Kawarthas Tourism won two awards at the Ontario Tourism Awards of Excellence this past November for a recent cycling marketing campaign, as well as the Culinary Tourism Leadership Award for Under Water Dining at Lock 21.

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