

Carleton Place Celebrates Canada's 150th

**CARLETON
PLACE** 
Celebrates Canada's 150th!

Information Package

What is “Canada’s 150th”?

The year 2017 marks Canada’s 150th anniversary of Confederation, which has led to the name “Canada’s 150th.” Communities across the country will be celebrating Canada’s anniversary through the presentation of special events that both foster a sense of patriotic pride and enhance inclusivity through community participation.

The Government of Canada has made intentional bench-markers for communities to consider when planning for the presentation of their 150th Celebrations. These bench-markers include:

- Foster community spirit through inclusivity
- Create an enhanced sense of both community and national pride
- Encourage participation through celebration
- Ensure celebrations are barrier free

What is “Carleton Place Celebrates Canada’s 150th”?

Carleton Place intends to make its mark on the Canada 150th Celebrations, by creating a year-long celebration of events and activities that will leave a lasting impact in the community. All events/activities will be presented at low-or-no cost to the patrons, to ensure all residents and tourists alike will have equal opportunity to take part in the celebrations. The primary focus of all planning is “family friendly” events, to ensure there is something for everyone.

Who is the driving force of “Carleton Place Celebrates Canada’s 150th”?

With approval from Carleton Place Town Council, a group of dedicated volunteers have been planning the Carleton Place celebrations since March of 2016. The committee is comprised of volunteers in Carleton Place. The vast knowledge and experience from the dedicated community members range from special events planning, to photography, to historical artifacts. This wealth of knowledge ensures that the celebrations will set Carleton Place apart from neighbouring municipalities and will drive tourism to the community throughout the entire year. The committee has met with dozens of residents, businesses, and organizations to extend invitations to add to the celebrations in their own way, thereby ensuring this is truly a community celebration.

How was the “Carleton Place Celebrates Canada’s 150th” logo created?

While Canada does have a “Canada 150th” logo, there are guidelines to how and when the logo can be used. Committee members determined in the early planning stages that Carleton Place should have its own logo, which residents will be able to identify and utilize in their own celebrations. The logo was created with the intention to be recognizable, thus merging the current Town of Carleton Place logo into the design. The red maple leaf pays

tribute to the Canadian Flag, and the wording “celebrates Canada’s 150th” commemorates the 2017 celebration.

How can you stay up to date on the Celebration Events?

The Committee has worked in partnership with the Town of Carleton Place, to ensure all prudent information can be found on the Town of Carleton Place website (www.carletonplace.ca). The committee has also partnered with Metroland Media, who will be regularly reporting on upcoming events and providing updates of any new information. Interested patrons can also stay up to date via Social Media through various venues, which will be interactive and updated on a regular basis. All are welcome to stay informed and join in the celebrations at:

Facebook: www.facebook.com/cpcan150

Twitter: www.twitter.com/cpcan150

Instagram: www.instagram.com/cpcan150

What is the Celebration Calendar?

This document highlights all confirmed celebrations in Carleton Place from January to December, 2017. Those requiring a printed copy can contact the Recreation and Culture Department. The Calendar will also be available on Facebook, as well as individual event invitations for each celebration.

How can you get involved?

All are welcome to join in the celebrations in various ways.

Volunteers will be required to assist in the presentation each activity/event to ensure it’s success. The Committee recognizes that Carleton Place has a wealth of volunteer experience within its residents, and committee members are hoping those skilled individuals will join in the celebrations. High School volunteer hours will also be signed for interested youth. Anyone willing to assist in the presentation of this year-long celebration are welcome to contact Jessica Smith, Community Programmer at jsmith@carletonplace.ca.

New Events Interested community groups are welcome to both assist in the planned celebrations, or create new ones. Can your organization contribute to making an event bigger than better? Contact us! Do you have an idea of an event that your organization would like to present? We welcome that too! All events presented by community organizations will be added to the Celebration Calendar, as well as promoted through the CP Canada 150th social media outlets. Contact us today and find out how you can get involved: jsmith@carletonplace.ca.

How Can the “Carleton Place Celebrates Canada 150th Committee” Assist Your Organization/Team?

The Committee can equip your own Canada 150th Celebration with promotional freebies, as well as loaning of the CP Canada 150th Banners for photos! As previously stated, any events can be added to the Celebration Calendar, which means your own event can receive increased promotion and publicity at no charge! We welcome events big and small, as long as they take place in Carleton Place and are a community event.

Why Should Your Business/Organization Get Involved?

The Canada 150th Celebrations is projecting large tourism numbers due to the new & improved celebrations across the country. The 2017 year will be very busy in Carleton Place due to the increased events and large celebrations through the entire year. This increase in traffic and tourism creates an ideal opportunity to showcase your business/organization to new patrons and tourists alike.

By simply committing to assisting in promotion of the Carleton Place Celebrates Canada’s 150th Celebrations; your business/organization will be listed as a participating partner. Participating Partners will receive promotional recognition through and print media as well as handouts and promotional materials to distribute through your business/organization. Don’t miss out on this one-in-a-lifetime celebration.

Join in the Celebration!

Whether you wish to be a participant, volunteer, or partner; the “Carleton Place Celebrates Canada’s 150th” welcomes you! We look forward to working with you to make 2017 the biggest and most exciting year for Carleton Place, Ontario.