

## FESTIVAL HISTORY

### 2010 was the 20<sup>th</sup> Anniversary of Festival!

For the past 20 years, the Peterborough Festival of Trees has launched the holiday season for the citizens of Peterborough and the surrounding areas while raising valuable dollars that support health care in the community. In 2010, The Festival of Trees raised \$210,000, which matched the amount raised in 2008 and 2009. This is a wonderful testament to the generous and caring endeavors of the Festival supporters.

In 1990, a small group of visionaries commenced a mission to raise funds for the Peterborough Civic Hospital Foundation (now known as the Peterborough Regional Health Centre Foundation), St. Joseph's Hospital Foundation (now the Greater Peterborough Health Services Foundation), and Hospice Peterborough. The organizers researched the concept of the festival, and learned of its success in other communities throughout Canada and the United States. The rest is history. The ambitious group of organizers successfully created a Victorian Village within the Memorial Centre during the first year and held a variety of special events to entice visitors to join in the celebrations and see the sights. The first year was a great success and the Peterborough holiday season tradition was established.

Well over 400,000 visitors from across Ontario and the United States have attended the spectacular festival and in more recent years over 250 businesses, small and large, have participated in various ways. Over the years, the layout of the 'village' has varied, themes have changed and new elements and events, as well as "pre-events" have been added to the schedule. Despite the many changes that the festival has undergone, the underlying objectives of raising funds for health have remained. The mandate for the festival is: *"To undertake the organization, development, promotion and performance of an annual seasonal festival of music, performing arts, and related activities for the City of Peterborough".*

*To derive from the activities and promotional solicitations of the festival's donations, revenues and contributions of property for the benefit of health and care giving institutions in the City of Peterborough, generally, including Peterborough Regional Health Centre Foundation, Greater Peterborough Health Services Foundation, and Hospice Peterborough.*

*To distribute the revenues and income there from, to, for the benefit of, in response to, the identified needs of the health and care-giving institutions, whether capital or operating, in such manner as may be determined to the best interests of providing enhanced health care in the City of Peterborough".*

The Festival Operational Executive Committee, the Council of Committee Chairs and their associated committees work year round preparing for the annual events. Over 1,300 volunteers are coordinated to fulfill the countless number of duties required to stage an event of this magnitude. Thousands of people hours are required to handle construction, underwriting, wrapping presents for the Silver Bell Shop, event planning, tree delivery and community sponsorships. The transformation of the Peterborough Memorial Centre into a magical holiday forest, and the organization of entertainments and all the special events within the festival attests to the amount of time, energy and dedication that the festival volunteers expend.

The Peterborough and area citizens deserve to be proud of the successful fundraising efforts of the Festival of Trees for the past twenty years. 2011 is our **21<sup>st</sup> Anniversary**; and the Festival will be held November 23<sup>rd</sup> to 27<sup>th</sup> in downtown Peterborough. The Schedule of Events will be announced at a later date.