

August 28, 2024

Chris Houston, FRSA

President

Canadian Peace Museum

PO Box 30005

Bancroft, ON K0L 0B0

RE: OHTO's Support for the Canadian Peace Museum

Dear Mr. Houston,

On behalf of the Ontario's Highlands Tourism Organization (OHTO), I am writing to express our full support for the establishment of the Canadian Peace Museum in Bancroft, Ontario. We believe this initiative is a significant and timely addition to our region, aligning perfectly with OHTO's approach to responsible tourism.

At OHTO, we are committed to fostering a thriving tourism industry that not only promotes economic growth but also preserves the unique cultural and natural heritage of Ontario's Highlands. The Canadian Peace Museum's mission to promote peace, educate the public on the drivers and inhibitors of peace, and reflect on Canada's historical and contemporary role in global peace efforts, is a natural extension of our own goals.

The Canadian Peace Museum's focus on equity, social cohesion, and human and planetary health resonates deeply with our "Wander Sustainably" approach, which emphasizes inclusivity, sustainability, and community alignment. We recognize that tourism and cultural institutions like the Canadian Peace Museum play a critical role in shaping the narratives and values that define our communities. By offering a space dedicated to peace education and the promotion of human rights, the museum will not only attract visitors but also contribute to the ongoing efforts to build resilient and harmonious communities within our region.

Furthermore, Bancroft's selection as the museum's location aligns with our understanding of the value that rural destinations bring to tourism and education. The town's rich history, natural beauty, and strategic location make it an ideal home for this important institution. We are confident that the Canadian Peace Museum will become a cornerstone of cultural and educational tourism in Ontario's Highlands, attracting visitors from across the country and beyond, while also providing significant benefits to the local community.

We look forward to supporting the Canadian Peace Museum's development and to collaborating on future initiatives that will enhance the visitor experience and promote the values of peace and sustainability that are central to both our missions.

Thank you for your dedication to this important cause. Please do not hesitate to reach out if there are any further ways in which OHTO can support the Canadian Peace Museum.

Sincerely,



Nicole Whiting
Executive Director
Ontario's Highlands Tourism Organization – RTO11