



City of Peterborough

Media Release

For Immediate Release

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Peterborough, ON

Community Brand Consultation

The Community Branding Project kicked off in March 2017 with a Community Consultation to understand the perceptions of Peterborough. Two Community Consultation Meetings and two Online Surveys garnered almost 600 responses. Questions such as “If you were to describe Peterborough in one word, what would that word be?” informed the consultants, BrandHealth on how City residents, businesses and visitors see our community. They used this input to identify a positioning area and proposed tagline.

On Monday, July 24, 2017 BrandHealth presented a proposed tagline “Peterborough – where roads and rivers meet.” to Committee of the Whole and requested feedback from Members of Council and the community.

The community has provided valuable feedback on the proposed tagline. Over 900 responses have been received via the online survey (891 Responses) and email (16 emails). Community Branding was also well discussed on social media. The feedback was varied, however the overall assessment was that the City should revisit the tagline.

Reaching out at this point in time was part of the process, we appreciate the feedback and BrandHealth will continue the process by developing an alternative tagline.

This information is also available on the City of Peterborough website www.peterborough.ca.

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