



ECONOMIC DEVELOPMENT

MEDIA RELEASE –TUESDAY JULY 6, 2021

**“O’DE PIITANEMAAN PLEDGE” TOURISM CAMPAIGN LAUNCHED IN
PETERBOROUGH & THE KAWARTHAS**

[PETERBOROUGH, ON – July 6, 2021]: As tourism destinations across the province prepare to reopen and recover the tourism industry, Peterborough & the Kawarthas Tourism (PKT), a division of [Peterborough & the Kawarthas Economic Development](#) and the official Destination Marketing Organization for the City and County of Peterborough, is today launching the “O’de Piitaanemaan Pledge” (Pronounced Oh-da Pee-tah-na-mawn) (www.thekawarthas.ca/pledge), an invitation for residents and visitors to promise to respect the land, waterways and communities of the region.

Created in consultation with Curve Lake First Nation and Hiawatha First Nation and drawing on the traditional teachings of the Michi Saagiig Anishinaabeg, the O’de Piitaanemaan Pledge is about respect: respect for the land, for each other, and for those who will come after us.

“If we’ve learned anything from 2020, it’s the power of unity, of working together for a mutual cause,” says Tracie Bertrand, Director of Tourism, PKT. “Respect for the people, culture, and natural spaces we depend on, for future generations—for each other—has never been more important, and the O’de Piitaanemaan Pledge is meant to unify everyone for whom Peterborough & the Kawarthas lives within their hearts.”

“O’de Piitaanemaan” is the Ojibway word for “respect,” and comes from the teaching “mnaadendamowin”—to give respect to all creation. The people of Curve Lake First Nation and Hiawatha First Nation believe that because everything is connected, everyone must do their part. In this case, that means taking the O’de Piitaanemaan Pledge www.thekawarthas.ca/pledge and sharing it with friends and family via social media using the hashtag **#OdePiitaanemaanPledge**, to help achieve the goal of 500+ pledges by the end of 2021.

The O’de Piitaanemaan Pledge is as follows:

- I pledge to be light on the land and wise on the water
- I’ll explore my surroundings with an open heart, ask for help when I need it, and be kind to strangers
- Before starting my day, I’ll gear up, make a game plan, and get wind of the weather
- I’ll remember my miigwech’s, thank-you’s, and merci’s

- With every new season, I'll seek fresh experiences and flavours, trails, and friends
- I'll place safety before sport when pedalling, paddling, parking, or power boating
- Be it bison, baked goods, or a crafty brew, I'll buy local where I can
- I'll greet new cultures and traditional teachings with curiosity, kindness, and compassion
- After feeding my soul with authentic adventures, I'll take fond memories with me and leave nothing but footprints behind

The O'de Piitaanemaan Pledge is another step toward Peterborough & the Kawarthas' efforts to increase the livability of the region and foster meaningful partnerships with Curve Lake First Nation and Hiawatha First Nation, via a Friendship Accord, Future Ready Regional Economic Development Plan, and forthcoming Destination Development Strategy & Action Plan.

To learn more about the O'de Piitaanemaan Pledge, please visit www.thekawarthas.ca/pledge

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About PKED

Peterborough & the Kawarthas Economic Development (PKED) is the lead regional economic development agency for the City and County of Peterborough, Ontario, Canada. Established in 1999, PKED is a not-for-profit organization that is funded to deliver economic development and tourism services through a Memorandum of Understanding with the City of Peterborough and the County of Peterborough and is governed by a volunteer board of directors made of up to 13 members of the local community, including Chief Administrative Officers for the County and City of Peterborough.

PKED's Mandate

To facilitate an environment which will contribute to the creation of wealth, the growth of new employment and the development of an improving quality of life for area residents. PKED will promote, facilitate, and develop a strong unified economic development presence for the Greater Peterborough area (being the entire geographic region consisting of the County of Peterborough and the City of Peterborough). PKED will work cooperatively with local municipalities and other organizations to ensure that investment opportunities throughout the region are effectively developed. PKED, in working to fulfill its general mandate, will be guided by the corporations' [strategic plan](#).