



FOR IMMEDIATE RELEASE

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Niagara-on-the-Lake Museum Embarks on Exciting Expansion and Renovation Project

[Niagara-on-the-Lake, ON, September 11, 2023] — The Niagara-on-the-Lake Museum is thrilled to announce that Sean Simpson, known for his unwavering commitment to the well-being of the community, and his deep-rooted connection to Niagara-on-the-Lake, will be taking on a leadership role with the museum's Building History – Strengthening Community Campaign. Sean will be joining an amazing group of dedicated volunteers who have already done so much for the museum's future.

This ambitious endeavor will usher in a new era for one of the region's most beloved cultural institutions and will enhance our ability to showcase the rich history and vibrant culture of Niagara-on-the-Lake while providing an even more engaging experience for visitors of all ages. The Niagara-on-the-Lake Museum has been a cornerstone of our community for over a century, preserving and celebrating the unique heritage of our historic town. This renovation and expansion project represents a significant investment in the preservation and presentation of our local history, art, and culture for generations to come.

Sean Simpson shared his thoughts, saying, "It has been an incredible journey serving the wonderful community of Niagara-on-the-Lake. I am deeply grateful for the trust and support of our valued customers and the dedication of our exceptional team at Simpson's Pharmasave. I look forward to continuing to serve this beautiful town through the museum's campaign. Our town has such a rich and vibrant history, this project will enrich our ability to share the story of our heritage with our children and those that follow them."

Managing Director and Curator Sarah Kaufman expressed her enthusiasm, saying, " Sean's commitment to community well-being extends far beyond the doors of his business. We are honoured to have him take on this leadership of our efforts. This expansion and renovation project is a testament to the vibrant cultural heritage of Niagara-on-the-Lake and the dedication of our community. We are excited to create an even more immersive and

educational experience for visitors, making the museum a must-visit destination for both residents and tourists."

Key features of the expansion and renovation project include:

- **Expanded Exhibition Space:** The museum will gain additional exhibition space, allowing us to display a broader range of artefacts and artworks from Niagara-on-the-Lake's past and present.
- **Enhanced Visitor Experience:** New interactive exhibits, multimedia installations, and state-of-the-art technology will make the museum even more engaging and educational for visitors of all ages.
- **Modernized Facilities:** The renovation will modernize the museum's facilities, including improved accessibility via a much-needed elevator, updated climate control systems to better preserve our collections, and a new visitor center.
- **Community and Event Spaces:** The project will create versatile event spaces for community gatherings, lectures, workshops, and special events, strengthening our role as a cultural hub in Niagara-on-the-Lake.
- **Gift Shop:** A new gift shop to purchase unique souvenirs that reflect the spirit of our town.

The museum's expansion and renovation project is being made possible through generous donations from local businesses, community members, and government grants. We are deeply grateful for the overwhelming support that has allowed us to embark on this exciting journey. The museum welcomes inquiries from the media and the community regarding the expansion and renovation project. For more information or to schedule interviews, please contact:

About the Niagara-on-the-Lake Museum:

The Niagara-on-the-Lake Museum is dedicated to preserving, presenting, and promoting the unique history and culture of Niagara-on-the-Lake. Through engaging exhibitions, educational programs, and community events, we inspire an appreciation of our heritage and foster a sense of pride in our community's identity.

[High-resolution images and additional information are available upon request.]