



## Iconic Poem's 100th Anniversary Programs Celebrated with Provincial Heritage Award

OHS Museum Award of Excellence presented June 11, 2016  
Ontario Legislative Assembly, Toronto, Ontario

### FOR IMMEDIATE RELEASE

In 1967, The Ontario Historical Society (OHS) established an awards program to recognize individuals, organizations, corporations, and authors who have contributed significantly to the preservation and promotion of Ontario's heritage.

The Museum Award of Excellence in Community Programming recognizes a non-profit public museum in Ontario showing excellence in community involvement and programming. The OHS is pleased to announce that the winner of the 2015 Museum Award of Excellence is **Guelph Museums**.



*Chair of the OHS Honours and Awards Committee Ian Radforth and OHS First Vice President Pam Cain (far right) present the 2015 Museum Award of Excellence to the representatives of Guelph Museums. From Guelph Museums (left to right) are Bev Dietrich, Curator; Tammy Adkin, Museum Manager; and Linda Kearns, In Flanders Fields at 100 Task Force Chair.*

Guelph Museums was nominated for this award by the Guelph Historical Society in recognition of their exceptional programming for the 100th anniversary of the poem "In Flanders Fields." Guelph Museums' program, In Flanders Fields at 100 resonated with the local community and brought a 47 percent increase in attendance as well as a 24 percent increase in museum memberships in 2015.

The community programming to commemorate the 100th anniversary was extensive, including a juried art show, the reopening of the renovated McCrae House, the placement of a new bronze statue, themed daily teas and tours, a theatre production, a traveling exhibition from the Canadian War Museum, a 1915 themed special event, a traveling road show, an outbound trip to France and Belgium following in McCrae's footsteps, and Remembrance Day Ceremonies on November 11th at McCrae House and the Memorial Gardens.

Guelph Museums truly seized the opportunity to celebrate the centenary of the beloved poem with their creative community programming. The programming, in conjunction with their motto, "Your stories live here," was used to successfully engage visitors and resonate with the community.

The award was presented at the Annual General Meeting of the Ontario Historical Society at the Ontario Legislative Assembly in Toronto, Ontario.

Founded in 1888, the Ontario Historical Society is a non-profit corporation and registered charity dedicated to the preservation and celebration of Ontario's history for people of all ages and cultural backgrounds.

To learn more about the OHS's Honours and Awards Program, or to submit a nomination, please visit <https://www.ontariohistoricalsociety.ca/index.php/categories> or contact the Society's offices by telephone or e-mail.

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**-The Ontario Historical Society-**

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