



**THE CORPORATION OF  
THE TOWN OF PERTH**

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**FOR IMMEDIATE RELEASE**

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**Perth Ushers in a New Era at the Renovated Visitor Information Centre**

**Perth, Ontario** – The Town of Perth is proud to announce the grand reopening of the newly renovated Visitor Information Centre (VIC), located within the Perth Museum. This significant occasion was marked by a ribbon-cutting ceremony held on Friday, March 22, celebrating the culmination of extensive renovations that promise to enhance the visitor experience significantly.

The VIC, originally established in 2012, serves as an integral resource hub for tourists and newcomers, connecting them with information about local businesses, attractions, and events. It is not just the welcoming front to the Perth Museum but a vital part of the Town's tourism initiatives, having served tens of thousands of visitors annually.

The renovation project includes a host of improvements designed to refresh and modernize the space while preserving its historical essence. Upgrades include a new roof, updated flooring, contemporary furniture, and a fresh coat of paint. Additionally, the Museum has seen a series of enhancements over the years, including a refreshed exhibit area on the third floor and new courtyard stones, further enriching the visitor experience. This renovation underscores the Town's commitment to supporting and enhancing tourism and cultural experiences for all visitors.

The Town of Perth extends its deepest gratitude to all staff and contractors who played a role in the renovations. "The Visitor Information Centre is truly something the Town can be proud of," expressed Michael Touw, Chief Administrative Officer during the reopening ceremony. Mayor Judy Brown added, "I am thrilled to see the efforts made by staff and contractors in creating such a welcoming space. This couldn't come at a better time with the Perth Museum celebrating its 100th anniversary in 2025."

The Town of Perth invites everyone to visit the revamped Visitor Information Centre to explore the new features and to continue enjoying the plethora of services and programs offered. This project exemplifies our dedication to maintaining vibrant, welcoming spaces that celebrate our heritage and community.

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