

# Renovations to the Lee Parlour Completed

By Michael Gemmell

The Erland Lee (Museum) Home has made renovations to the parlour. The changes improved the historical accuracy of the interior design of the Stoney Creek heritage site. The renovations were formally unveiled to the public on Saturday, April 7, as part of the Museum's Pancake Breakfast.

The parlour renovations will bring the interior design back in line with the exterior features. The parlour has been shifted so that the imposing wrought iron fireplace and mahogany wood mantle has been moved to the east side of the room, where the original chimneys were installed. The 1873 addition to the Home was designed by family patriarch Abram Lee, Reeve of Saltfleet Township in the 1860s and father of Erland Lee, for whom the Museum is named.

Abram, an amateur architect, designed a mirror effect where both halves of the new part of the Home were symmetrical. If one could fold the house in half like a piece of paper, all of the room sizes would be equal and the windows, doors and chimneys would line up. Subsequent modifications resulted in minor changes to the symmetrical design. The original chimneys were removed around the turn of the 20<sup>th</sup> century when the Home changed to a central heat register and an octopus-style coal furnace; the east chimney is still in place as a furnace vent.

When the Museum was first restored, a donated fireplace and mantle were located on the south wall of the parlour, largely for aesthetics. This became awkward for staff and volunteers when describing the symmetry of the design to visitors. "Historical accuracy is more important than whether or not the room looks pleasing," explained Curator Michael Gemmell. "It was important to put the fireplace back in the right place."

The renovations are part of the Erland Lee Museum's five-year upgrade program, which started in 1998. New climate controls are also being installed as donations and funding grants permit.

For more information about the Erland Lee (Museum) Home contact Curator Michael Gemmell at 905-662-2691, or visit their website at [www.fwio.on.ca/fwio/promo.html](http://www.fwio.on.ca/fwio/promo.html)

## International Year of the Volunteer Public Relations Toolkit

Public relations is a powerful marketing tool for your organization. Public relations can:

- increase awareness of your organization
- promote a positive image of your organization
- influence donor attitudes and decisions
- build attendance for your event
- increase volunteer recruitment
- help establish your organization as a good citizen within your community
- supplement your advertising budget in a cost effective way

Using public relations effectively is a key factor in planning a successful International Year of the Volunteer event. Getting positive free publicity should be one of your main goals for your IYV event. You'll want to let your community know about your organization's IYV event through the use of your local media - newspapers, radio and TV - before, during and after the big day. IYV has created press materials to help you maximize publicity and interact professionally with the news media for your IYV event.

### Written Press Material

You will want to prepare and distribute calendar announcements, media advisories and news releases to your local newspaper, television and radio station.

**Calendar Announcements** - Also known as an event listing, it gives your local media the date, time, location, name and purpose of the event and sponsors for inclusion in upcoming events calendars in your local area.

**Media Advisories** - A media advisory offers reporters the "bare bones" information about a particular event. A standard advisory includes one or two sentences about the who, what, when, where and why of your event. This should be sent to the reporter in your area who covers community or charitable/volunteer activities.

**Press Releases** - A press release is essentially an in-depth media advisory, organized in a different way. Rather than one or two sentences each to describe the who, what, when, where and why of your event, a press release provides one or two pages of new information to reporters. The release should be organized like a brief summary, including key facts and a quote from your Event Chair or President, local dignitary or other members of the community involved with your organization and your IYV activity.

For more information on other publicity options, contacting your local media, hosting a press conference, creating a press kit, interviews, etc., check out the International Year of the Volunteer Public Relations Toolkit at [www.iyvontario.on.ca/english/prtoolkit.htm](http://www.iyvontario.on.ca/english/prtoolkit.htm)

*This information was extracted from the fore mentioned website.*

## Severn Bridge WI Lends a Helping Hand

On Monday, February 5 the community of Kilworthy was bombarded with stormy weather. Wind, rain and ice brought down the power lines, resulting in a prolonged power outage.

Trentview House, a residence for adults requiring special care, looked to their community for assistance. Manager Jean Romo contacted WI member Isabell McTaggart for permission to use the Severn Bridge Women's Institute Hall for an overnight camp out. Twenty residents were transported by bus, along with bedding, food and rented videos for a movie night.

They appreciated having heat, water and light and enjoyed their change of housing so much they have requested another "camp out." The Hall was a familiar place to some of the Trentview residents who attend a "Good Life" Program there three mornings a week.

The Severn Bridge WI has owned and maintained a hall since 1960, which has also been designated an emergency facility.

Submitted by Wilma Carter, Secretary, Simcoe East.

### Canadian Produce Marketing Association

For answers to your queries relating to biotechnology and fresh fruits and vegetables, or for a list of contacts for growers and distributors of fresh produce in your area, call 613-226-4187 or check out the following website: <http://www.cpma.ca>