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MEDIA RELEASE

For immediate release

Upcoming Photography Exhibit at the Sidney Museum

Sidney, B.C., March 18, 2023 - Sidney Museum and Archives is delighted to unveil our next featured exhibit, *Snapshots of the Saanich Peninsula*, which will be on-show at the Museum from mid-April until July. The Saanich Peninsula has provided communities with shelter, resources, recreation, and work for thousands of years. Stretching 34 kilometres long by 4 kilometres wide, the Peninsula today is home to over 800,000 people, each with their own unique perspective on what it means to live, work and play here. *Snapshots of the Saanich Peninsula* aims to bring together these diverse perspectives and stories of the region, both historical and contemporary, and showcase them in a community-collaborated photo gallery featuring resident-submitted photography and historical objects taken from the Museum's collection.

The overall theme of this exhibition is "New Beginnings", chosen in-part to relate to communities continuing to open up following the intensity of the COVID-19 Pandemic over the last two years, and also to mark this being the first photography exhibit of its kind being undertaken by the Sidney Museum. The submission period took place from the start of the year until March 13th, and to-date over 80 photos have been submitted. All photographers were instructed to submit photos that aligned with three distinct sub-themes:

1. The Peninsula Wild (ENVIRONMENTAL) - celebrates the natural beauty and biodiversity of the Saanich Peninsula, from the region's diverse array of plant and animal-life, to spectacular vistas of the natural landscape.
2. The Peninsula's People (SOCIO-CULTURAL) - celebrates the diverse communities that have called and continue to call the Saanich Peninsula home.
3. The Peninsula at Work (ECONOMIC/INDUSTRIAL) - celebrates the ongoing story of the Peninsula's businesses, industries, and economic activity.

All photos submitted will be reviewed for quality, and as many as possible will be printed with the aid of local business, Peninsula Signs. All photos will also feature in a digital photo gallery hosted on the Sidney Museum's website. Sidney Museum is excited to showcase and celebrate the many aspects of the Saanich Peninsula.

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For more information contact:

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*The Sidney Museum's mission is to acquire, preserve and display
the heritage and culture of the communities of the Saanich Peninsula*