



Parks
Canada

Parcs
Canada

National Trust
for Canada



Fiducie nationale
du Canada



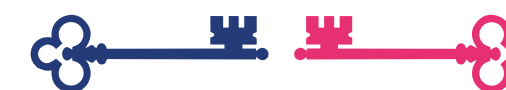
#HISTORICPLACESDAYS
#JOURNEESLIEUXPATRIMONIAUX

HISTORIC PLACES DAYS

INFORMATION SESSION 2

JULY 8 - 23, 2023

IMAGE CREDIT: TING-TING CHEN



#HISTORICPLACESDAYS
#JOURNEESLIEUXPATRIMONIAUX

NATIONAL TRUST FOR CANADA



Our sites, projects and programs engage Canadians and enhance local identity. We offer training, tools and support to help communities bring heritage to life.

La Fiducie nationale du Canada est un organisme de bienfaisance national qui dirige et inspire l'action pour les lieux qui importent.



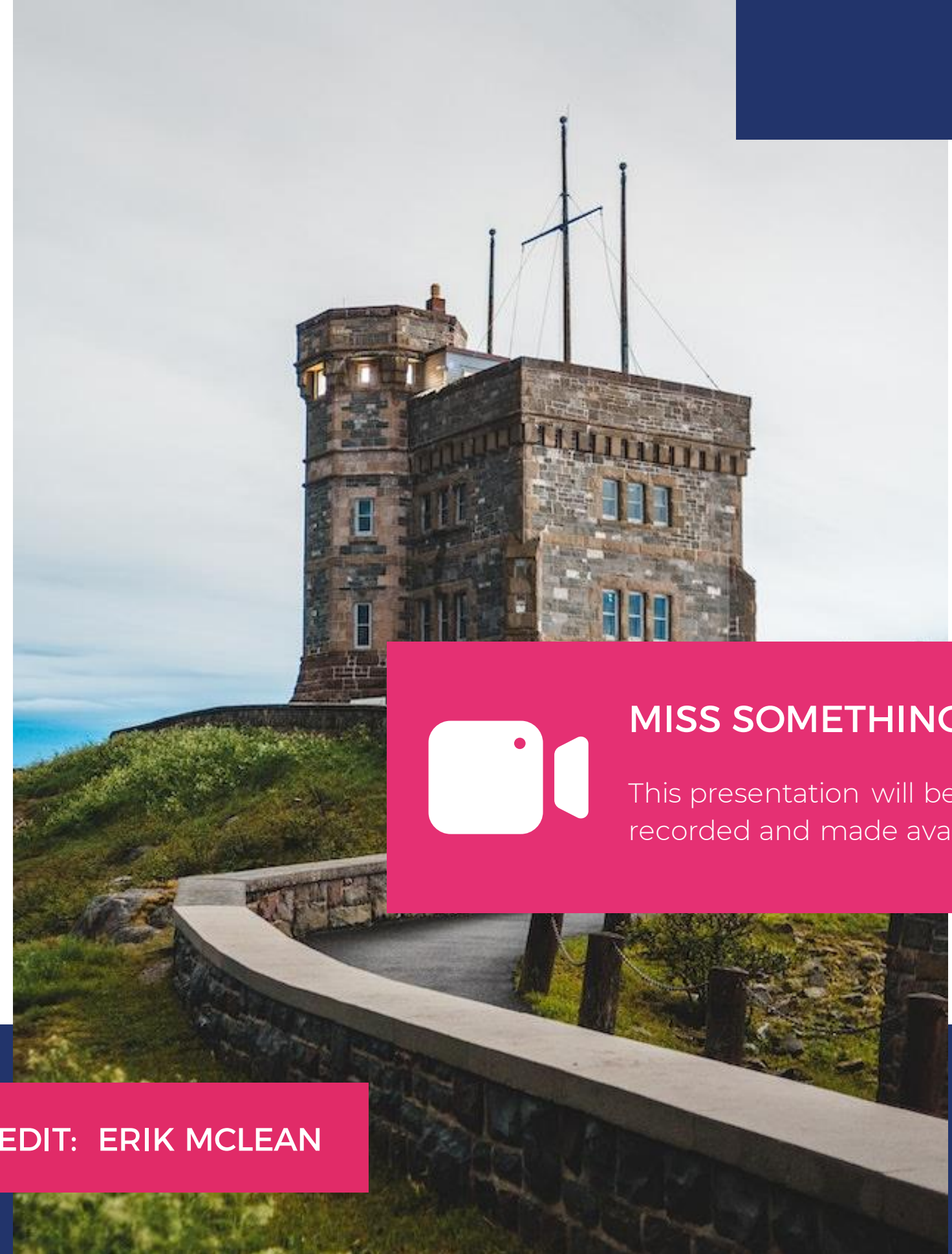
**HISTORIC PLACES DAYS WINS
INTERNATIONAL AWARD!**



INFORMATION SESSION 2

IN THIS PRESENTATION

- All About Historic Places Days
- Registering a Site
- Registering Events
- Creating a VisitList
- Contests and Social Media
- Launch Weekend
- NEW For 2023
- Historic Places Days Tool Kit
- How to get help



MISS SOMETHING?

This presentation will be recorded and made available.

IMAGE CREDIT: ERIK MCLEAN



IMAGE CREDIT: PARKS CANADA



#HISTORICPLACESDAYS
#JOURNEESLIEUXPATRIMONIAUX

ALL ABOUT HISTORIC PLACES DAYS

A national event that showcases the abundance and diversity of historic places across Canada, and the engaging stories they represent.

CANADA'S
HISTORY

VIA Rail Canada

CANADIAN
Geographic

**NATIONAL
GEOGRAPHIC**

**HISTORICA
CANADA**

**CANADIAN
MUSEUMS
ASSOCIATION** **ASSOCIATION
DES MUSÉES
CANADIENS**



IMAGE CREDIT: PARKS CANADA

2.4 M

Canadians reached /
de Canadiens atteints

579

Historic Places to Visit /
lieux patrimoniaux à visiter

803

Photo contest entries /
participations au concours
photo



#HISTORICPLACESDAYS
#JOURNEESLIEUXPATRIMONIAUX

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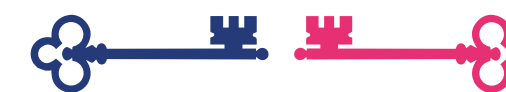
VIA Rail Canada

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**HISTORICA
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**CANADIAN
MUSEUMS
ASSOCIATION**
**ASSOCIATION
DES MUSÉES
CANADIENS**



#HISTORICPLACESDAYS
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ELEMENTS OF HISTORIC PLACES DAYS

Historic Places Days is an opportunity to let local, national and international people know about your site, be easily found by a heritage focused audience, and get a bump in visitors.

SITES

Register as a site on
historicplacesdays.ca

EVENTS

Once you've registered as a site, list
events you're hosting at your historic
place.

LAUNCH WEEKEND

Considering hosting an event between
July 8 – 9 and be a part of launch
weekend.

VISITLISTS

Create a visit list that highlights your site
and sites within your family.



#HISTORICPLACESDAYS
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**Diefenbunker:
Canada's Cold War
Museum and
National Historic
Site**
Ottawa, Ontario

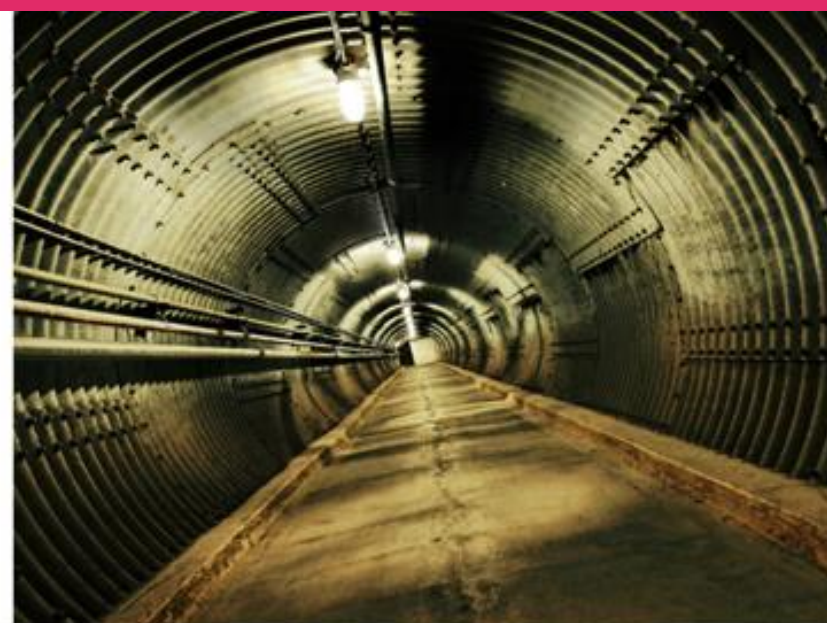
Type
Museum/Gallery

Address
3929 Carp Road, Carp, ON, Canada
[Get directions](#)

Hours
Our hours of operation will be Friday from 10:00 a.m.
to 4:00 p.m. and Saturday and Sunday from 10:00
a.m. to 3:00 p.m.

Phone
613-839-0007

[Email](#) | [Website](#)



Registering your site is the first step to being part of Historic Places Days. Registering and participating in the event is free.

Register A Place

Create an account to add your historic place.

Full Name*

Email Address*

Confirm Email Address*

Places & Events

REGISTER

Already have an account? [Click here to sign in.](#)

REGISTERING YOUR SITE

STEPS TO REGISTER YOUR ACCOUNT

1) Create an account

Click "[Sign In](#)" in the top right corner OR click "For Places" and then the pink "[Register a place](#)" button, or the "[Edit my content](#)" button if you're already signed in

2) In your dashboard click the pink "[Add a place](#)" button





#HISTORICPLACESDAYS
#JOURNEESLIEUXPATRIMONIAUX



**Diefenbunker:
Canada's Cold War
Museum and
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Ottawa, Ontario

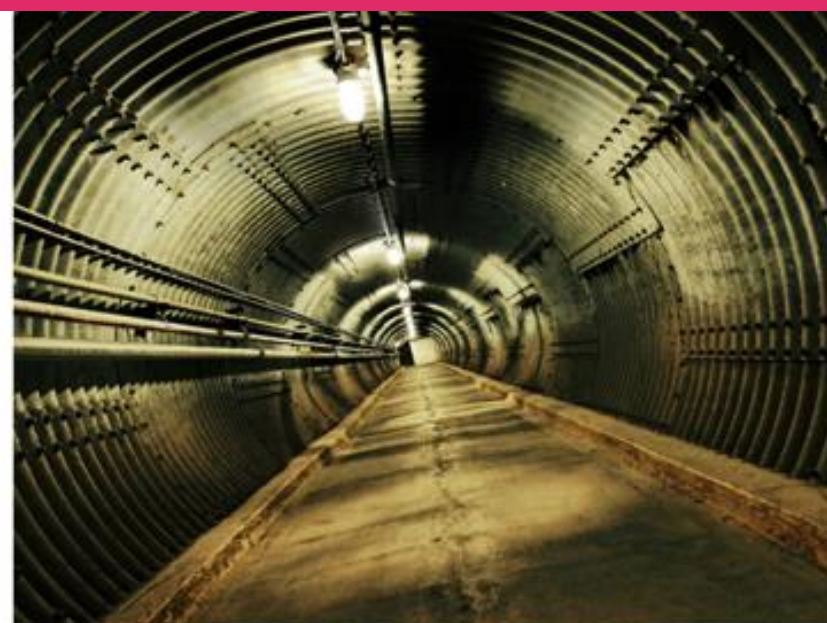
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Email Address*

Confirm Email Address*

Places & Events

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REGISTERING YOUR SITE

STEPS TO REGISTER YOUR ACCOUNT

3) Fill in all your place information. You will need:

- Name and location
- Social Media accounts
- Short Description of the history of your place
- Amenities
- Image

4) We'll review your site and it will appear online when its approved





#HISTORICPLACESDAYS
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Ottawa, Ontario

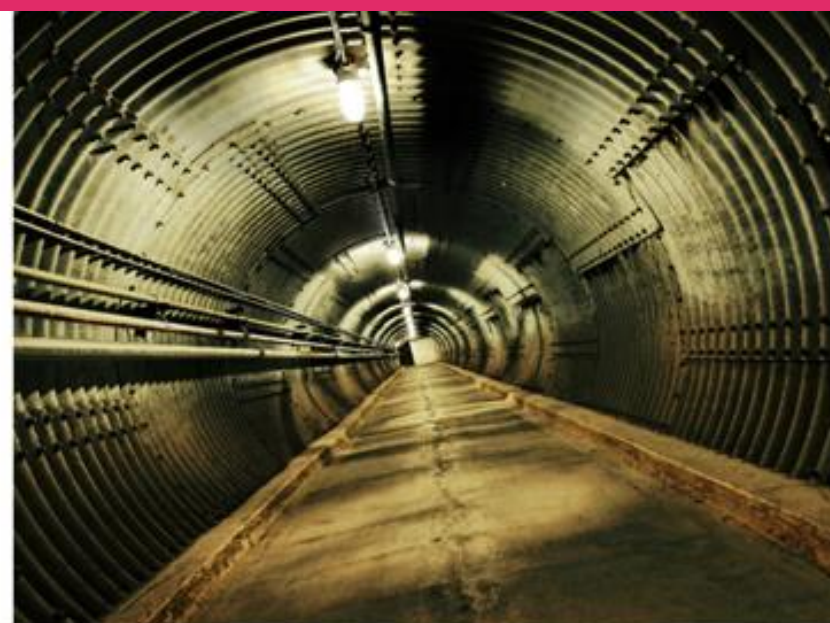
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Email Address*

Confirm Email Address*

Places & Events

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REGISTERING YOUR SITE

NEW QUESTIONS FOR 2023

- Identifying sites and declaring diverse stories
- Keeping track of attendees





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CREATING A VISITLIST

Filter

Contains


japanese canadian

Type


All types

Place


All places




Japanese Canadian Historic Sites in BC: Journeys of Home
Lillooet, British Columbia to Kaslo, British Columbia 3 PLACES
Learn about Japanese Canadian history from pre-war to the internment in BC.
[View VisitList](#)




Japanese Canadian History
Slocan, British Columbia to Hope, British Columbia 3 PLACES
Visiting sites in British Columbia that relate to personal and community history.
[View VisitList](#)




Japanese Canadian Historic Sites in Metro Vancouver: the building of Home
Vancouver, British Columbia to Richmond, British Columbia 3 PLACES
These 3 sites point a picture of the pre-war Japanese Canadian community in Vancouver.
[View VisitList](#)




Uncovering Japanese-Canadian History in BC
Vancouver, British Columbia 3 PLACES
What I learned as a student volunteer in the UBC Reading Week Projects.
[View VisitList](#)




Who built our highways? Japanese Canadian Roadcamp Historic Sites
Hope, British Columbia to Mount Robson, British Columbia 3 PLACES
Japanese Canadian men were sent to road camps to build BC Highways during the Internment.
[View VisitList](#)



Journeys of Japanese Canadian sites of National Significance
Vancouver, British Columbia to New Denver, British Columbia 4 PLACES
Visit these National Historic Sites steeped in Japanese Canadian history.
[View VisitList](#)



Rising above adversity: distinguished Japanese Canadians
Vancouver, British Columbia to Slocan, British Columbia 3 PLACES
Japanese Canadians who rose above adversity to make extraordinary contributions to Canada.
[View VisitList](#)



Uncovering Japanese-Canadian History in BC
Vancouver, British Columbia 3 PLACES
What the textbooks don't tell you about Japanese-Canadian history in BC.
[View VisitList](#)

Connect multiple registered sites using a theme or story, such as Japanese Canadian, Geocaching, or Indigenous Culture.

1) Decide on a theme and a group of connected registered sites

2) Go to "[My Visitlists](#)" and "[Click Here](#)" to start creating a list

3) Fill in your visit list information. You'll need:

- Visitlist Name
- Short Summary and Description
- Type(s) of sites included
- Image
- Names of the sites included

4) Find the names of your included sites in the drop down menu

5) We'll review your event and it will appear online when its approved





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REGISTERING AN EVENT

On June 21, 2022, join us as we celebrate National Indigenous Peoples Day. A production of New Blood: A Story of Reconciliation will be held at Heritage Park, beginning at 7 p.m..

TW: This Alberta created show tells the story of Chief Vincent Yellow Old Woman and his experience as a child in a residential school. It uses Blackfoot music, contemporary and traditional Indigenous dance and poetry to tell his story of how he reclaimed his way of life and became the chief of his people. It's a powerful, multi-media performance, set to the music of Peter Gabriel's 2011 album of the same name, and portrays much of the history of the Blackfoot people. New Blood is directed by Deanne Bertsch and includes painters George Littlechild and Doug Levitt, drummers Skip Wolf Leg and Chris Eagle Rib, vocalist Sho Blunderfield and numerous actors and dancers – including Siksika nation students who attend Strathmore High School. This powerful performance has appeared over one hundred times across the provin

[Register For Event](#)

Once you've registered your site you can register an event.

Include any programming during Historic Places Days to take advantage of the extra attention.



New Blood: A Story of Reconciliation

Heritage Park Historical Village

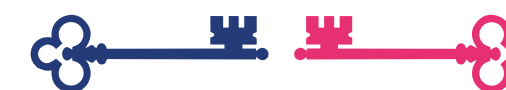
Type
Performance

Address
1900 Heritage Dr, Southwest Calgary, Calgary, AB, Canada T2V 1R1
[Get directions](#)

When
21 June, 2022 | 19:00-21:00

- 1) Login and go to "[My Events](#)"
- 2) Select "[Click Here](#)" to start adding an event
- 3) Fill in your event information. You'll need:
 - Event name, location, date, and time
 - Event description
 - Registration link
 - Images
- 4) We'll review your event and it will appear online when its approved





#HISTORICPLACESDAYS
#JOURNEESLIEUXPATRIMONIAUX

LAUNCH WEEKEND EVENTS

The National Trust will be curating a list of events taking place from **July 8 – 9**.

These events will receive extra coverage on our website and social media to encourage people to get involved in Historic Places Days.

IN-PERSON, VIRTUAL, OR HYBRID

Plan an event for this weekend and take advantage of the extra attention.

Launch Weekend 2022

July 8th – 10th, mark the start of
#HistoricPlacesDays with these virtual and
in-person events

Join us for events organized by staff of the National Trust for Canada, heritage enthusiasts, and
participating places across the country in the descriptions below



Virtual Tour – Battle Harbour National Historic District

Join us as we kick-off Historic Places Days launch weekend with a virtual
tour of Battle Harbour Historic District, on the gorgeous east coast of
Labrador. Guided by Battle Harbour's executive director, Peter Bell, you'll get
a chance to get to know the meticulously restored traditional 19th and
early 20th century fishing village.

When: Sunday July 8, 2022, 1:00 Newfoundland time – 11:00 ET

Register here: <https://regenerationworks.ca/event/?id=89436963689>

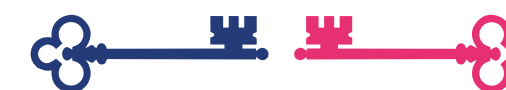
Historic Places Day Video – Hillary House National Historic Site

Unique to Historic Places Days 2022, take a virtual
National Historic Site in Avoca, Ontario.

When: Video release, Saturday, July 9th

Where: <https://www.youtube.com/user/HillaryH>
Hillary House's Event page





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EVENT TYPES

- In Person
- Hybrid
- Virtual



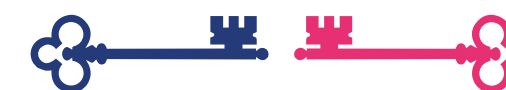
GET CREATIVE

Even non-public facing locations
can register non-traditional events



VIRTUAL TOOLS





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SOCIAL MEDIA WEEKLY THEMES

Keep the conversation about the important role of historic places in our lives active and engaging throughout the entire month.

#HistoricPlacesDays

YOUR HISTORIC PLACE IN 1 MINUTE

Week 1: July 8 – 16

HERITAGE THROUGH ALL THE SENSES

Week 2: July 17 – 23





#HISTORICPLACESDAYS
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PHOTO CONTEST

We'll be bringing back our Selfie Contest this year from July 8 – July 23rd!

Our social media messages will include multiple calls for people to engage with Historic Places Days from their own home, tagging accounts, and by posting about their adventures.



PRIZES INCLUDE

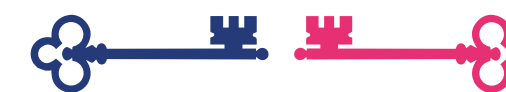
\$1000 for the person who entered and \$1000 for the site
+ Thousands of dollars worth of in-kind prizes



ENGAGEMENT

Examples of how you can make calls for engagement will be included in the Promotional Tool Kit.

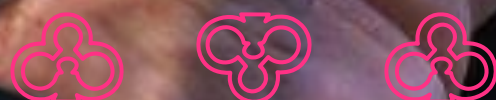




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NEW FOR 2023

- "All Places" Map
- Geocaching | Registering "Invisible" Stories
- Diversity and Inclusion Resource Kit
- Visitor's Guide to Rethinking Historic Places
- Incorporating Queer Histories
- Multicultural Historical Places of Faith

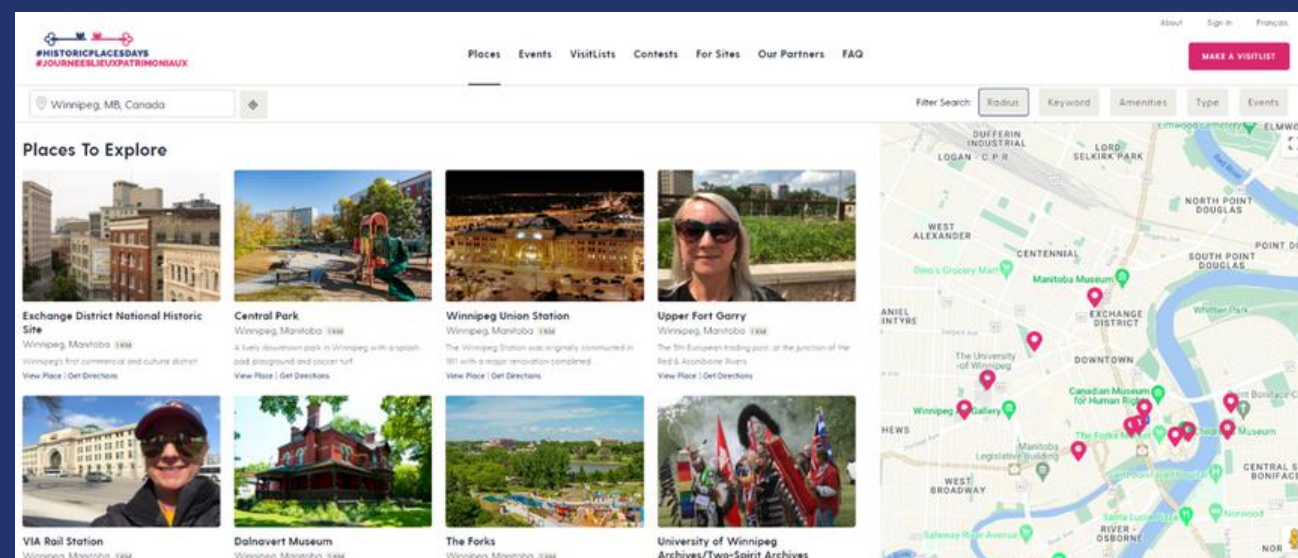




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ALL PLACES MAP



New map views ensure place are now
more accessible than ever before

- Explore all participating locations in one map
- Spot historic places in more remote locations
- All the same locations – clickable – in a different format





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GEOCACHES AND REGISTERING "INVISIBLE HISTORIES"



Examples include: The Journey of
Nancy, and her son Lidge (Fredericton,
New Brunswick) by Graham A.
Nickerson

- Geocaches added last year
- Diversifying our stories requires rethinking "place"
- Email historicplacesdays@nationaltrustcanada.ca to set up the specific coordinates



DIVERSITY AND INCLUSION RESOURCE KIT

Resource kit includes:

- 3 Webinars on Diversity and Inclusion at your Historic Place
- List of additional learning resources



National Trust
for Canada



Fiducie nationale
du Canada

AVAILABLE IN ENG + FR

RESOURCE KIT

DIVERSITY AND INCLUSION IN HISTORIC PLACES

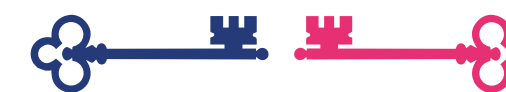


#HISTORICPLACESDAYS
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Government
of Canada

Financé par le
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Canada



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A VISITOR'S GUIDE TO RETHINKING HISTORIC PLACES

- The role of visitors to historic places
- A selection of 16 questions to guide reflection and "peel back the layers of history"
- Centering the deeper history of the land, the visibility of certain voices over others, and the purpose of your visit



IMAGE CREDIT: PARKS CANADA





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INCORPORATING QUEER HISTORIES

- Registration of historic places significant to Queer communities across Canada
- Visit Lists
- Collaboration with Queer organizations and researchers across Canada

ArQuives, Toronto (ON)

INCORPORATING
QUEER HISTORIES

INTÉGRER DES
HISTOIRES QUEER

HISTORIC PLACES
DAYS



JOURNÉES DES LIEUX
PATRIMONIAUX

EVERY PLACE, A STORY
À CHAQUE LIEU, SON HISTOIRE



#HISTORICPLACESDAYS
#JOURNEESLIEUXPATRIMONIAUX

National Trust for Canada  Fiducie nationale du Canada



 Parks Canada  Parcs Canada

www.historicplacesdays.ca

Photo credit / crédit photo:
The ArQuives





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HISTORIC PLACES DAYS



JOURNÉES DES LIEUX PATRIMONIAUX

JULY | JUILLET 8-23, 2023

EVERY PLACE, A STORY
À CHAQUE LIEU, SON HISTOIRE



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www.historicplacesdays.ca

M'Chigeeng (ON)

MULTICULTURAL HISTORIC PLACES OF FAITH



LIEUX DE CULTE HISTORIQUES MULTICULTURELS

Photo credit / crédit photo:
Immaculate Conception Church

MULTICULTURAL HISTORICAL PLACES OF FAITH

- Registration of multicultural places of faith significant to broader narrative of shared heritage
- Visit Lists and events
- Collaboration with multicultural places of faith across Canada



**HISTORIC
PLACES DAYS**

**JOURNÉES DES LIEUX
PATRIMONIAUX**

**JULY | JUILLET
8 - 23, 2023**

PROMOTIONAL TOOL KIT

TROUSSE D'OUTILS POUR LA PROMOTION

**EVERY PLACE, A STORY
À CHAQUE LIEU, SON HISTOIRE**


#HISTORICPLACESDAYS
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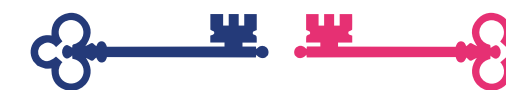
Cape Spear Lighthouse, St. John's (Newfoundland)
Phare de cap Spear, St. John's (Terre-Neuve-et-Labrador)

Photo de Ting ting Chen



SOCIAL MEDIA GRAPHICS

Premade social media
graphics formatted and ready
to upload to your account



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#JOURNEESLIEUXPATRIMONIAUX**

HISTORIC PLACES DAYS TOOL KIT

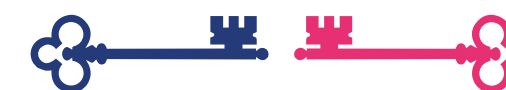
Resources to promote Historic Places Days.
Includes

- Ways to participate
- Pre-made and customizable posters
- Social Media Graphics and templates
- Social Media Tool kit (post examples)



CANVA TEMPLATES

Customizable posters and
social media posts available as
templates on Canva



#HISTORICPLACESDAYS
#JOURNEESLIEUXPATRIMONIAUX

QUESTIONS FOR PARTICIPATING SITES

Please help us ensure success for present and future HPD for all sites by participating in our polls.



TRACKING VISITORS

Can you keep track (and share) the number of attendees for your site during Historic Places Days?

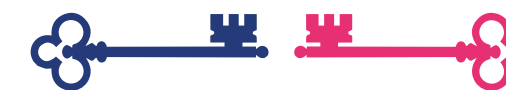


MORE PR TOOLS?

Would you use or benefit from any additional media tools in order to reach out to local press (example: wording for press release)



IMAGE CREDIT: PARKS CANADA



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#JOURNEESLIEUXPATRIMONIAUX

IMPORTANT DATES

01.

JUNE 01

2023 Tool Kits released

02.

JULY 08-09

Launch Weekend

03.

JULY 08-23

Historic Places Days

Additional dates to be determined

HOW TO GET HELP

Sonja Kruitwagen

Marketing Project Manager, Project Lead

Skruitwagen@nationaltrustcanada.ca

Zarina Laalo | Allison Kerns

Communications Manager, Social Media & Tool Kits

Zlaalo@nationaltrustcanada.ca

Akerns@nationaltrustcanada.ca

Audrey Gray

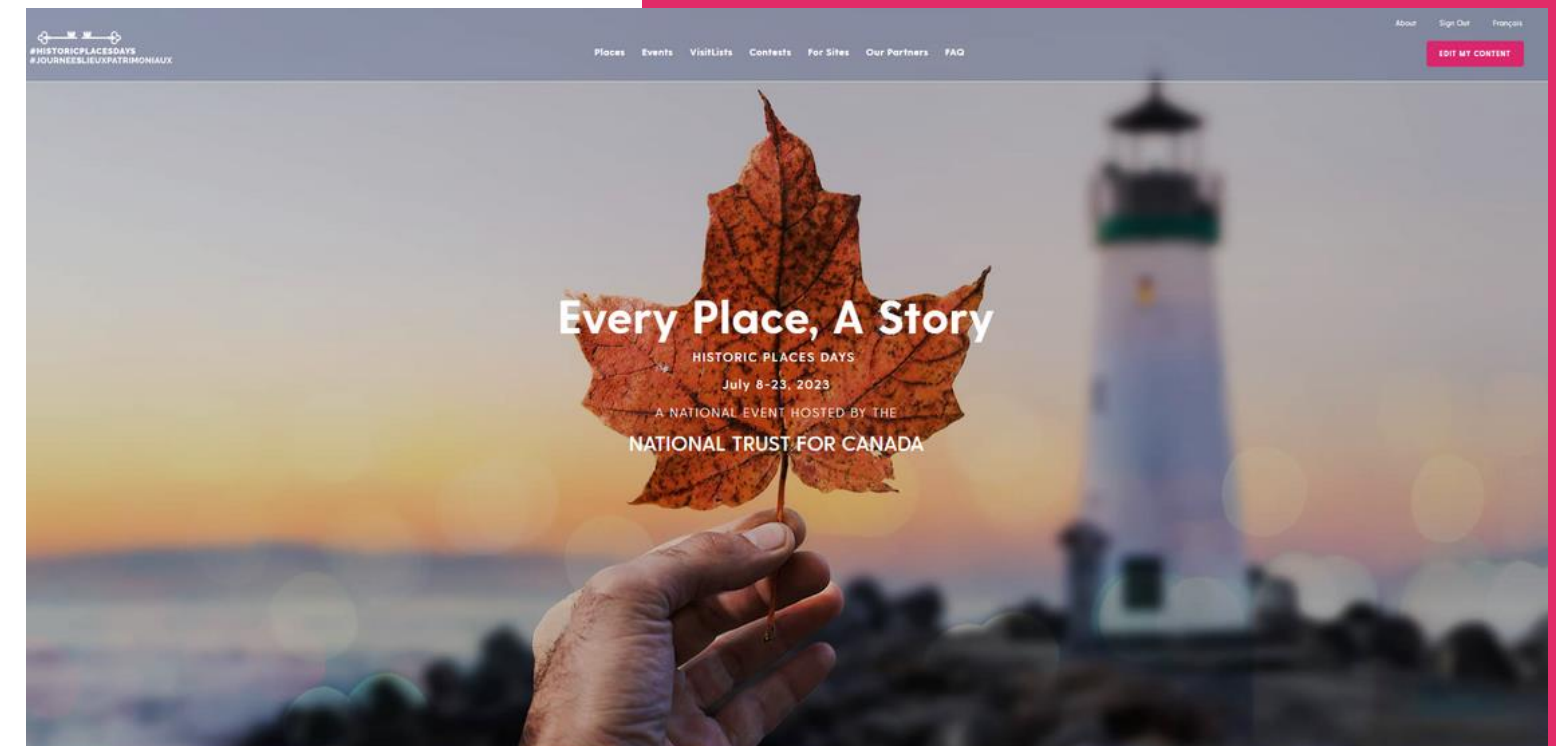
Project Officer, Special Events

Agray@nationaltrustcanada.ca

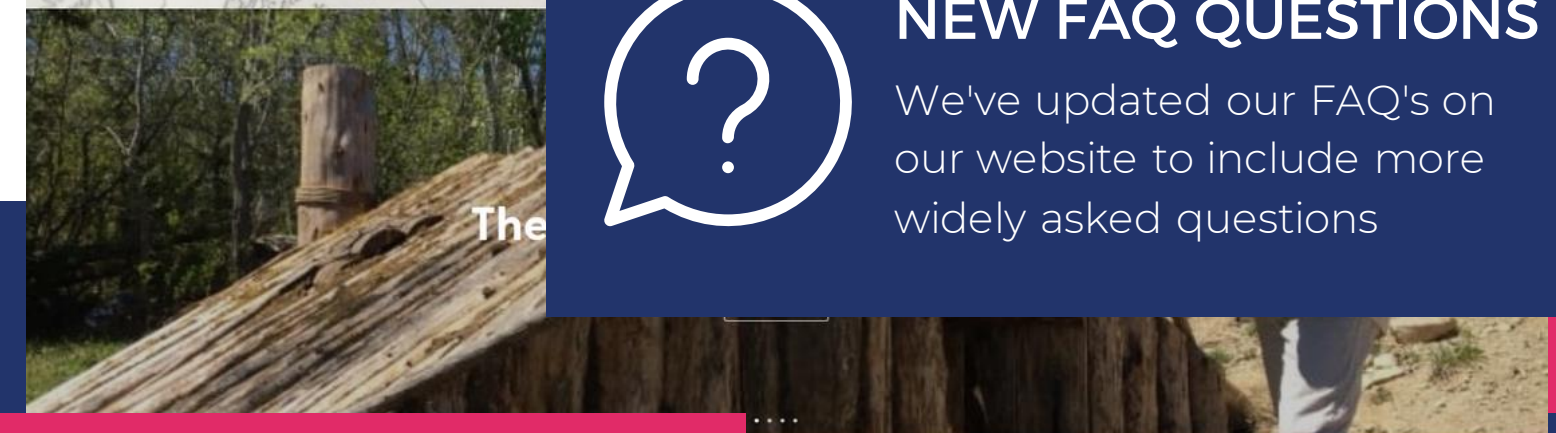
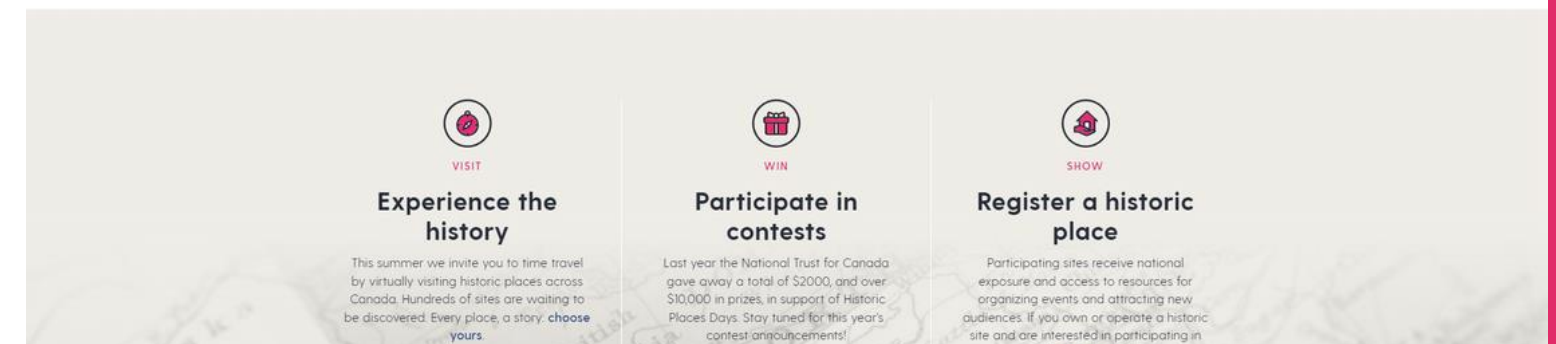
Ana Villegas

Special Project Officer, Registration & Events

Avillegas@nationaltrustcanada.ca



Historic Places Days is a platform for individuals and organizations to showcase the places and stories important to them in their own words. As the presenter, the National Trust for Canada recognizes that Canada's history and heritage is complex and contentious, dominated by settler perspectives, and that individually or collectively the stories may lack diversity. We are working hard with our partners to enrich our awareness of our collective past. We welcome your input on how we can work together to be more inclusive now and in the future.



WWW.HISTORICPLACESDAYS.CA





#HISTORICPLACESDAYS
#JOURNEESLIEUXPATRIMONIAUX

THANK YOU

QUESTIONS ARE WELCOME

All of the participating sites.
There would be no Historic Places Days without you.

IMAGE CREDIT: TING-TING CHEN

This project is made
possible in part with
support from Parks
Canada Agency



Parks
Canada

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