



NEW in 2018 ~ at the Pembina Threshermen's Museum (PTM)!

50 years and still making history ... there's just SO many reasons to stop by!

Physical Improvements:

- ❖ Displays and general painting continues to 'spruce up' the museum
- ❖ **NEW!** A bright new inviting PTM sign replaces the old one and joins the 'tractor in the sky' by the highway for all to easily see
- ❖ **NEW!** An nice entrance sign using tractor wheels, a silhouette of the PTM's mascot (1916 steam tractor) and mounds of bright flowers is designed and built at the highway to welcome the public to the museum
- ❖ Donations of unique antiques & machinery continues
- ❖ **NEW!** "*Brimberly Village*", the PTM's new 4,000 sq. ft. indoor 'street village' is finished enough to open in the original building on the museum grounds and get rave reviews from visitors, as they meander though the 1930 - 1960's era village with its impressive 'shops' and home full of antiques
- ❖ **NEW!** A second 'horse' is donated and arrives to join the growing animal statues that the PTM has to offer visiting children
- ❖ **NEW!** The corn maze doubles in size and is designed so it spells out "PTM 50" in honour of our special 50th Anniversary, as it continues to 'a-maze' visitors!

Events:

- ❖ 'Regional Connections' continues to partner with the PTM for their special annual event
- ❖ **NEW!** The PTM's special 50th Anniversary is launched in May with a first-ever '*Victorian-Inspired Fashion Show & Tea*' and is a total success, to the delight of over 100 museum volunteers and their guests
- ❖ The VHMs are at it again ~ with 'Bake Sales' joining selected fundraising meals
- ❖ Fundraising meals continue to help fund the many museum projects with delicious homemade Waffle+ Breakfasts returning in the Fall to be dished up to eager supporters
- ❖ 'STAR' Events continue ~ we think you'll agree that PTM main events are 'Star' quality and pretty amazing with all the action, activity and value they offer!
- ❖ **NEW!** The PTM celebrates a significant milestone ~ what started out as a 'threshing bee' in a farmer's field in the late 1960s, is celebrated this season in old-fashioned style when we host a special day of honour for our 50th Anniversary on Aug 13 of keeping our heritage alive, including an impressive commemorative cake, a fun 1960's era car parade and the burying of a 'Time Capsule', for those of the future to look forward to opening!
- ❖ PTM 'Special Events Team' volunteers are invited back in heritage outfits once again to join the City of Morden '*Winterfest*' event (Feb) and '*Wrapping Up a Morden Christmas*' event (Nov) and continue to lavish the PTM grounds during events with impressive new outfits again this year, as they help bring the PTM "alive" for visitors

- ❖ On-site photo sessions continue to be popular with grads, weddings & families
- ❖ PTM continues to join the MB 'Open Farm Day' (provincial event) combining it with the museum's 'Forge Day' and participate in the 3-day 'Cultural Days' (national event)
- ❖ Corporate businesses continue to be attracted to the PTM village for their private events and the Dining Hall continues to be a popular destination with family & corporate groups
- ❖ 'Artist Days' continued throughout the season as did old-time favourites Heritage Day (June) and Reunion Days (Aug) **Note** – exactly 50 tractors completed the "Reunion Days" parade in honour of our 50th season of "keeping our heritage alive!"
- ❖ **NEW!** Our popular old-fashioned outing: 'A Day in the Life of A Pioneer' was combined with last season's "Cowgirls & Chaps", to create the new "Pioneer Days & Western Ways" for PTM visitors to make sure their adventure was even more exciting!
- ❖ **NEW!** Every Tuesday in July "Mrs. Reimer" was in the Reimer house for visitors and every Thursday in July the "school teacher" was in the Pomoroy School for them to visit with

Innovative Programs / Marketing, Non-Profit Partnerships, etc:

- ❖ PTM 'Pioneer Birthday Parties' continue to be popular with the youngsters
- ❖ **NEW!** The PTM brochure got a remarkable 'makeover' from a 5-page pullout style to a stunning 16-page 50th Anniversary souvenir keepsake booklet!
- ❖ Flatlands Theatre continues to join the PTM during Pioneer Days with both non-profits enjoying additional exposure and PTM visitors' benefiting as a result
- ❖ Adult (only) rate structure modified slightly to incorporate a consistency with our "Star" events
- ❖ Facebook – see 'Honourable Mentions' below
- ❖ **NEW!** The 'Driedger Game' joins the growing number of fun interactive games / activities for families to enjoy, giving visitors of all ages another great NEW way to explore all that the PTM has to offer!
- ❖ **NEW!** 50th Anniversary souvenir postcards join the Gift Shop items for sale
- ❖ **NEW!** The PTM saw 100+ excited local homeschoolers of all ages arrive to enjoy two indoor 'Pioneer Day Adventures' in March ... as they learned about their local history!

'Honourable Mentions':

- ❖ Visitation specific to the museum grounds (not the Hall) dropped slightly in comparison but only due to the dramatic increase in 2017 when a family reunion of 1,100+ people spiked the final attendance total; otherwise the consistent increase since 2011 would have continued, making 2018 the 7th record-breaking year in a row for yard visits ... as for Hall rentals, photo groups, Fish Fry attendees, etc. the total saw a very close tie with last year bringing the final overall visitation in 2018 to 7,867 (just slightly below 2017's total). **Note:** despite this slight decrease, 2018 was a close runner up with still the 2nd highest total since 2011!
- ❖ PTM facebook – sees its 588th 'Like', just short of an exciting 600 in total at: www.facebook.com/PembinaThreshermensMuseum as the number of PTM friends from around the world grows
- ❖ Ongoing 'thumbs up' from visitors and local dignitaries

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Check out all our GREAT events & photos on facebook at:

www.facebook.com/PembinaThreshermensMuseum



~ PTM ... Prepare to be Amazed! ~