



DURHAM | FIFTY  
REGION | YEARS

# Durham Region 50th Anniversary

Year in Review

# Launched 50th Celebration

- Kicked-off 50th celebration with a flag raising in January
- The Durham Region 50th flag was raised at 35 Regional facilities across the region



# Branding

Prepared a promotional suite including web banners, employee signature standard, and designated public and staff web pages.

Launched a communications campaign on LinkedIn, Facebook and X.



# Community Engagement

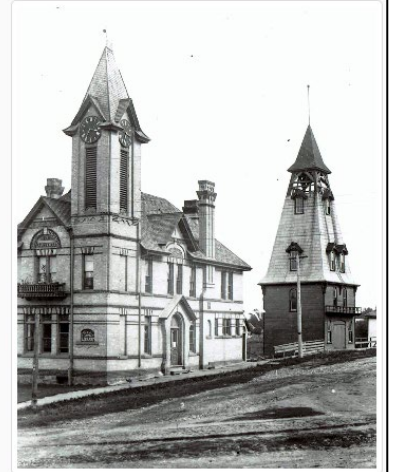
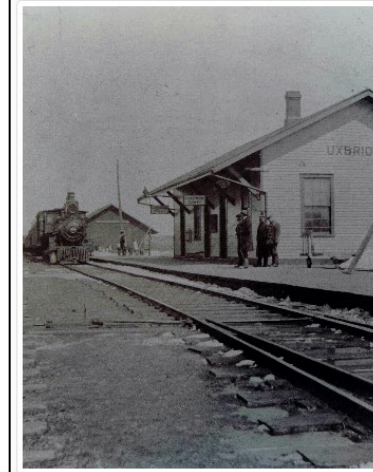
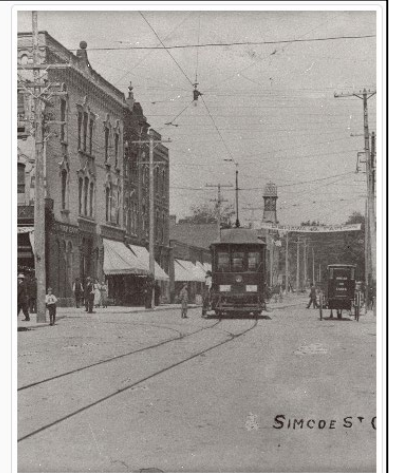


“I have lived in different cities and towns, but there is something special about Durham region and the people who live here. I always had the best time, no matter if I was having a picnic or going down to the lakefront. And now living at Fairview lodge, I have met many wonderful people who have become my dear friends. – Sheila, Durham Region resident



“I have lived in Durham Region all my life I have nearly 80 years’ worth of memories ...I am so grateful to live in such a gem of a community that's given me so much”  
– Bob, Durham Region resident

Durham Region through the years



# Chair for a Day Contest

We asked Civics and Careers students in grades 5 and 10, “What is your vision for the Region of Durham. What would you do if you were the Regional Chair?”

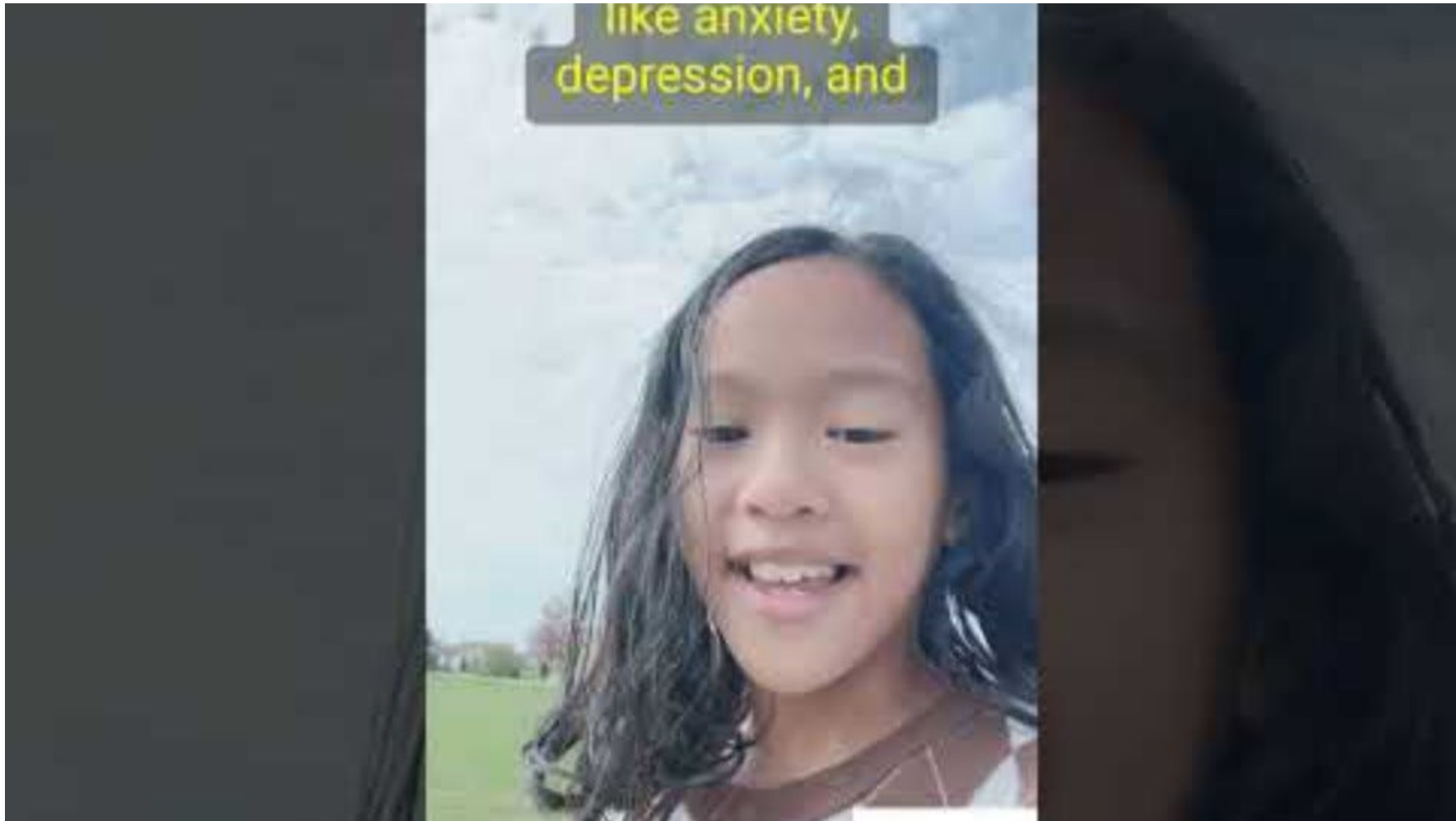
Students shared their vision for the future of Durham Region by submitting written, audio or video responses.

- A winner from each grade:
  - Was invited to join Regional Chair to tour Regional facilities in their local municipality
  - Selected a location for lunch at their favourite restaurant in their local municipality
  - Received a \$100 gift card
  - Had a photo taken wearing the Regional Chair’s Chain of Office.
  - Had their work featured on social media and displayed at Regional Headquarters



# Chair for a Day Contest

Faith's vision for Durham Region.



# Doors Open Durham

- More than 800 visitors attended across four Regional sites:
  - Regional Headquarters
  - Durham York Energy Centre
  - Duffin Creek Water Pollution Control Plant
  - Scugog Depot
- We joined Durham Regional Police at Iroquois Park for their 50th celebration
- The event included promotional giveaways and a draw for a prize



# Durham Region Transit

- Celebratory bus wraps
- Presto card giveaways
  - Durham Region Transit and the Communications and Engagement team went into the community for a surprise Presto pass giveaway!

**Thank you to the DRT Ambassadors for bringing their great energy and excitement along with their expertise!**





# 50 Trees Representing 50 Years

- 50 trees were planted on the grounds of Regional Headquarters
  - Nine trees were planted on the east side of Regional Headquarters along Garden Street, recognizing Durham Region and each of the eight local area municipalities
  - A special plaque recognizes each municipality



# Art Installations

**Strategic Initiatives was busy helping to keep Durham Region looking its best:**

Painted picnic tables at Regional Headquarters.



Muskoka Chairs across municipalities.

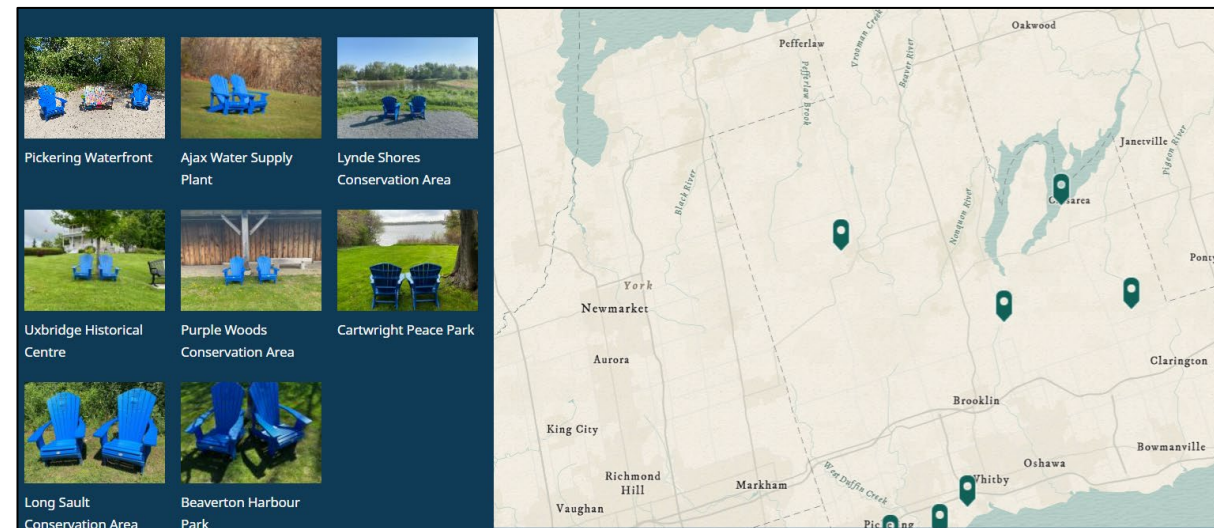
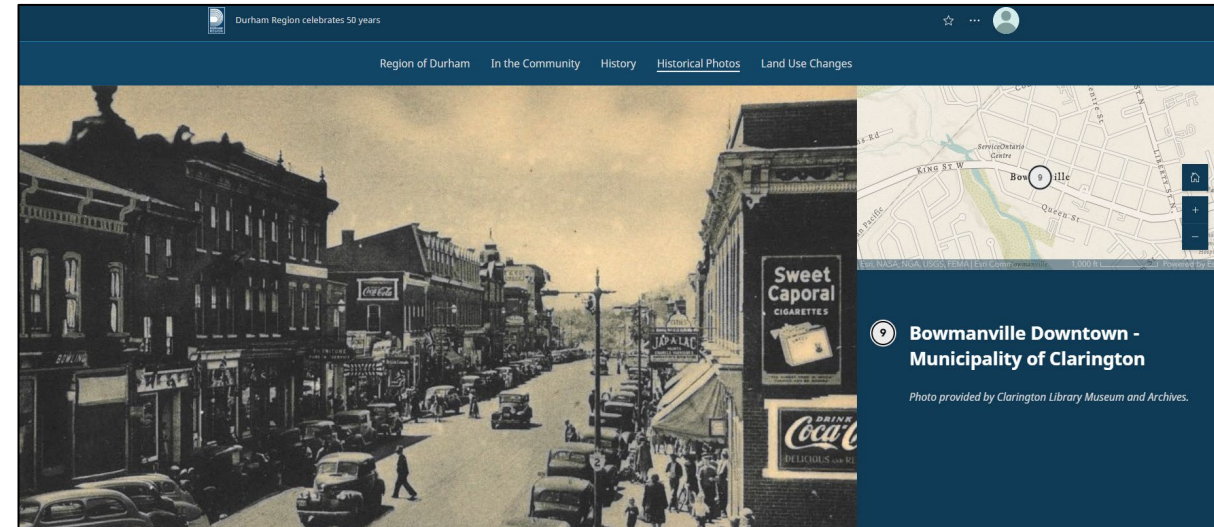
In Spring 2025, 40 more Muskoka chairs will be installed, in partnership with local area municipalities.



# Legacy Web page

Visit [durham.ca/50years](http://durham.ca/50years) to learn about community initiatives, see historic photos and explore the region's progress over the past 50 years.

Thanks to staff from the Community Growth and Economic Development division and the Communications and Engagement division for their support in the creation of a legacy web page.



# Staff Appreciation





# Thank You

Communications and Engagement Division

[CCO@durham.ca](mailto:CCO@durham.ca)

[durham.ca/50years](https://durham.ca/50years) | [durham.ca](https://durham.ca)

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