



March 22, 2024
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FOR IMMEDIATE RELEASE

**NOTL Museum Capital Campaign Spotlight on Donors:
Geoffrey and Lorraine Joyner**

“This is a big one, a once in a lifetime project for us, and we hope others will see it that way too.”

“The Niagara-on-the-Lake Museum is the pride of the community,” declared Lorraine Joyner, as she discussed the future of the Museum and the reason she and her husband, Geoffrey, made the decision to give generously to the NOTL Museum’s Capital Campaign project.

The NOTL Museum is the major repository for all things historical for the five communities of Niagara-on-the-Lake, from deeds, records, documents, and photographs, to the finest 1812 collection in Canada, and with more than 50,000 items making up the entire museum collection.

“We have a great affection for the collection,” said Geoffrey. “The problem is that it is growing exponentially, and much of it can’t be exhibited. It’s extensive - which is why they have to expand.”

For more than two decades the Joyners have sponsored the in-person lectures at the NOTL Museum, one of its most popular offerings. But the Joyner’s involvement hasn’t stopped there. It has included co-curating art exhibitions, overseeing art and antique appraisals, and Lorraine, who also served as a board member for two terms, can often be found lending a perennial hand to the gardening crew.

In the future expansion plans the Research Room will bear the Joyner’s names. “It will be both our names, which is important to us, because we’re very proud of that,” said Geoffrey. The Geoffrey and Lorraine Joyner Research Room and Reference Library will be named in recognition of the Joyner’s contribution to the Capital Campaign.

Geoffrey and Lorraine are no strangers to the finer aspects of art. Whether it be supporting heritage, restoration, or the visual arts, the Joyners are hardworking arts volunteers and dedicated philanthropists. They arrived in Niagara-on-the-Lake from Toronto in the 1990s, and very soon became passionate supporters of local arts initiatives. Organizations like the Niagara-on-the-Lake Museum, The Niagara Pumphouse Art Centre, RiverBrink Art Museum, and Willowbank School of Restoration Arts, have all benefited from the Joyner magic.

Married for more than 50 years, this couple share a particular passion for Canadian art, and whether it be a sweeping Algoma landscape from the iconic A.Y. Jackson, or the joyful energy of local Niagara artist Babs Pritty, the Joyner’s delight in sharing these works is powerful.

It all started when a young 19-year-old Lorraine arrived in Toronto from Quebec. Soon she met an equally young, up and coming 20-something arts specialist who decided she was the one to walk down the aisle with him. Six months later they were doing just that. Lorraine’s parents might have had some



misgivings about a 'used picture' salesman being entirely suitable for their daughter, but, as it turned out, this salesman became one of the most respected and renowned art auctioneers in Canada. Geoffrey Joyner, "The Man with the Golden Gavel", helped create a highly lucrative market for Canadian artists that not only made him the world's leading auction authority on Canadian art, but also helped establish Canadian artwork as collectible, original, and a legitimate investment. After seventeen years heading up Sotheby's of Canada, Joyner established his own fine art and appraisal company in 1985, eventually merging with Waddington's Auctioneers to form Joyner Waddington's Canadian Fine Art, and the company continued to successfully promote and accelerate the growth in Canadian art.

Today the Joyners enjoy being actively engaged with organizations that also support the very best and most significant in local arts heritage and collections. "The Niagara-on the-Lake Museum was our first venture when we came to this town," said Lorraine, who eventually retired from her work as a Translator, and from running a local B and B. "And I see it growing to be a major tourist attraction." Her comments were echoed by Geoffrey. "The museum is a part of our heritage tourism," he said. "And that can only benefit the entire town as well as the region."

From their bright, spacious home overlooking the Niagara River, surrounded by some stunning examples of Canadian art, both Joyners agree that being a part of the NOTL Museum has also been a solid investment. "This is a big one," said Geoffrey. "Being able to play a part in the Museum's capital campaign is a once in a lifetime project for us, and we hope others will see it that way too."