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DRAGON BOATERS RACING TOWARD \$1 MILLION GOAL

ATTENTION NEWS DESK:

Peterborough and area dragon boaters met at the Lansdowne Place branch of Kawartha Credit Union today to kick off the 2007 Dragon Boat Festival. Organizers are confident that this will be the Festival's most successful year, bringing the total funds raised for the Breast Assessment Centre at the Peterborough Regional Health Centre to \$1 million!

Registration opened today for the seventh annual dragon boat festival set for June 16th, 2007 at Little Lake.

Registration packages are available at the Peterborough Kawartha Credit Union branches on Monaghan Road, Chemong Road, and Lansdowne Place. "It's time to get entry fees together and get your teams registered!" said Susan Miller, the Festival's registration organizer. The \$700 registration fee includes a practice and free team pictures.

This year, 104 teams comprised of 92 community teams and 12 breast cancer survivor teams — almost 2,500 paddlers—will race for breast cancer awareness and pledges. In 2001, the Festival's first year, the community raised \$25,000. Last year, the festival raised more than \$216,000 for PRHC, bringing the six-year total to about \$837,300 — about \$163,000 short of \$1 million.

In addition to Peterborough's Survivors Abreast team, 11 breast cancer survivor teams from across Ontario will compete and hear Dr. Don McKenzie speak at a special dinner the night prior to the Festival. Dr. McKenzie is a sports medicine physician from British Columbia and in 1996, he founded dragon boating for women with breast cancer.

New technology is having a dramatic impact on the diagnosis of breast cancer. More efficient machines provide sharper images, the ability to see smaller cancers, and faster results, which helps patients move onto life-saving treatment more quickly and with better outcomes.

"Digital mammography is emerging as the new standard for the diagnosis of breast cancer, but the cost to purchase these machines is in the millions," said Julie Davis, CEO of the PRHC Foundation. "Funds raised through the Dragon

Boat Festival for the past few years, and we hope for the years to come, will help PRHC to purchase two to three digital mammography units.”

Robert Wellstood, CEO of Kawartha Credit Union, the Festival’s Platinum Sponsor, said Kawartha Credit Union supports both the Peterborough and Parry Sound dragon boat races because “we support the causes that matter most to our members and the communities we serve. The Dragon Boat Festival is important to us because it makes a difference in the lives of so many people. We’re proud to sponsor this exceptional event again this year.”

At the press conference, Margie Lightbody, Festival vice-chair, acknowledged the support of Festival sponsors who include: **Platinum**—Kawartha Credit Union, **Gold**—CHEX TV/Wolf/Kruz and Minute Maid/Coca Cola Ltd.; **Silver**—Scotia Bank, Tim Hortons, Country 105 and the Peterborough Examiner; **Bronze**—Investors Group, Peterborough This Week and Mark’s Work Wearhouse; **Teak**—Saturn, Purolator, Price Chopper, Saville Publishing, Liftlock Fiberglass Fabrication, GlobalTeleSales, Commercial Press and Design, Shirley McDowell/REMAX, McLeod’s Ecowater, Robert Lightbody and Coach Canada.

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