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PETERBOROUGH IS TICKLED PINK TO WIN BID FOR 2010 INTERNATIONAL PARTICIPATORY DRAGON BOAT FESTIVAL

Attention news desk:

Peterborough has been chosen to host the 2010 International Participatory Dragon Boat Festival for breast cancer survivor teams from all over the world. The other locations hoping to host included: Christchurch, New Zealand; Liverpool, England; Windermere, England; and Florence, Italy.

Survivors Abreast steering committee members Meredith Cosburn, Darlene Prager and Carol Mutton got the word this week and haven't stopped celebrating since. "We are up in the clouds but we cannot stay there too long—there's too much to do," said Cosburn.

About 65 breast cancer survivor teams from all over the world will visit Peterborough to paddle on Little Lake in June 2010. "We are so proud to be able to showcase Peterborough to our international sisters and visitors", said Prager.

The Steering Committee thanked the City for jumping on board from the start in preparing the submission and in offering support all the way. "We were very encouraged by the interest and offers to help out from the community. It really spurred us on to write the best proposal possible", said Mutton.

Five judges independently reviewed the bids against the criteria set by the International Breast Cancer Participatory Commission Steering Committee. The judges come from Australia, Canada and the Netherlands and included a representative of the International Dragon Boat Federation. The decision was based on the following:

- Experience in raising breast cancer awareness
- Solid support and sponsorship from the local community
- Credentials of the organizing committee to manage the event
- Experience within the breast cancer participatory section of dragon boat racing

The Steering Committee will set up a Planning Committee and begin meeting in November to plan the event for June 11 to 13 in 2010. Highlights of the event, which is meant to raise awareness and encourage participation across the world, will include: opening and closing ceremonies, optional tours for visitors, a welcoming barbeque hosted by the Mayor, a gala dinner with entertainment, a special memorial race—the Sandy Smith Global Race, a variety of workshops for paddlers, a beer tent, vendors and information/awareness booths and the traditional flower ceremony.

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BACKGROUND

- Peterborough, Ontario, Canada is the successful bid for the 2010 International Participatory Breast Cancer Dragon Boat Festival to be held June 11 to 13 at Little Lake located in downtown Peterborough.
- Previously, two international festivals for breast cancer dragon boat teams were held. Following Abreast in Australia Caloundra 2007 and the Tenth Anniversary Celebrations in Vancouver 2005, the next International Participatory Festival for breast cancer teams will be held in 2010 under the auspices of the International Breast Cancer Paddling Commission. (IBCPC) At both Caloundra and Vancouver the emphasis was on participation and inclusiveness.
- An event with the IBCPC stamp is meant to ensure a standard for participants, paddling venues and social events. These standards will be clearly laid down in documentation. For example, all paddling participants will be people who have been diagnosed with and treated for breast cancer. The Sandy Smith Global Race and Medals of Participation for all attendees are examples of other features.
- The IBCPC developed criteria based on a survey to all the breast cancer teams for evaluating bids to host the event in 2010 and at that time around 10 survivor teams expressed interest in submitting bids for 2010.
- Submissions were received from Christchurch, New Zealand; Liverpool, England; Windermere, England; Florence, Italy; and Peterborough, Canada.
- Five judges evaluated the submissions (5) and chose the best one based on:
 - Experience in raising breast cancer awareness
 - Solid support and sponsorship from the local community
 - Credentials of the organizing committee to manage the event
 - Experience within the breast cancer participatory section of dragon boat racing
- There are about 126 breast cancer survivor teams in the world including: 36 in Australia, Canada 58, China 1, Dubai 1, England 3, Italy 2, Malaysia 1, New Zealand 5, Poland 1, Singapore 2, South Africa 1, and United States 15.

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