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Sears is an Emerald Sponsor of the International Dragon Boat Festival 2010

Surrounded by staff, local paddlers, customers and banners, Sears store manager Petrushka Ocsenas proudly presented the organizers of the International Dragon Boat Festival 2010 with a \$20,000 sponsorship cheque.

“Sponsoring the International Dragon Boat Festival 2010 for Breast Cancer Survivors is a perfect fit for our company,” said Petrushka Ocsenas, Sears store manager. “At Sears Peterborough, we believe it’s important to give back to the community by helping to raise awareness and by showing our support for our associates and customers, many of whose lives have been touched by breast cancer.”

Ocsenas noted that Sears has been an ardent supporter of the fight against breast cancer over the years.

“In addition to this community initiative Sears also supports the breast cancer cause through the October ‘Give Someone Hope’ campaign, a national retail program benefiting the Canadian Breast Cancer Foundation,” said Ocsenas. “This is our eighth anniversary of this program, and once again the featured item is the collectible “Give Someone Hope Bear” with net proceeds from the sales contributed to the Canadian Breast Cancer Foundation.”

Sandra Palmaro, CEO of the Canadian Breast Cancer Foundation – Ontario Region said “We applaud Sears for sponsoring the International Dragon Boat Festival 2010, and for their ongoing support of the Foundation. Dragon Boat racing is an empowering activity for many breast cancer survivors. Part of the Foundation’s mission is to advocate for a positive quality of life for those living with breast cancer. This Festival is consistent with that goal.”

Tina Johnston, festival sponsorship chair, thanked Sears for its support. “Your sponsorship will help Peterborough make this international festival a huge success,” she told the Sears manager. “We’re most grateful for your support and we can’t wait until June when the survivor teams begin arriving from around the world.”

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The Canadian Breast Cancer Foundation was founded in 1986 as the first organization in the country devoted exclusively to the funding of breast cancer research, education and awareness initiatives. The Foundation continues to blaze new trails in breast cancer and breast health by directing donor dollars to world-class researchers and clinicians who are contributing to groundbreaking progress in breast cancer prevention, diagnosis, treatment and care. Since 2000, the Foundation has directed nearly \$60 million to the cause in Ontario alone as a result of fundraising initiatives like our signature event, the Canadian Breast Cancer Foundation CIBC Run for the Cure, hundreds of thousands of donors and the efforts of a committed volunteer network numbering in the thousands.