



FOR IMMEDIATE RELEASE JUNE 12, 2011

DRAGON BOAT FESTIVAL PLEDGES UP - \$2 million goal within reach

Attention news desk:

PETERBOROUGH – Peterborough’s 2011 Dragon Boat Festival has so far raised **\$202,394.27** in pledges, compared to approximately \$150,000 at the same time last year. Since 2001, Peterborough’s Dragon Boat Festival has raised \$1.7 million. Festival organizers were thrilled with the community’s response because every donation brings the \$2 million goal within reach.

But that was just the pledge count mid-way through Saturday afternoon. Pledges are still coming in and are expected to continue to flow in for a number of days. The final total will also include revenue from 28 generous sponsors, several community fundraisers, team registration fees and sales of festival merchandise.

The final tally will be announced late August or early September.

The money raised included pledges gathered in by individual pledge winners this year.

Top winners are:

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| 1. \$4,166.10 | Anke Blaikelock, Peterborough Clinic Tugboat |
| 2. \$2,998.95 | Linda Martinell, Scotia Rows 4 U |
| 3. \$2,305.00 | Allison Thomas, Peterborough Physio Paddling Pistillates |
| 4. \$1,980.00 | Kimberly Beach, City of Peterborough Blazing Paddles |
| 5. \$1,920.00 | Tom Onderwater, GE Hitachi Power Dragons |

Teams raising the most pledges this year are:

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|----------------|--------------------------------------|
| 1. \$16,849.00 | Moore’s Mighty Molars |
| 2. \$13,230.37 | Scotia Rows 4 U |
| 3. \$10,405.00 | Peterborough Clinic Tugboat |
| 4. \$ 8,635.61 | RBC Queen Bees |
| 5. \$ 7,908.62 | City of Peterborough Blazing Paddles |

The money raised from the festival this year will go toward the Closer Campaign to bring a radiation facility to the PRHC and for laboratory and surgical equipment for cancer care.

For the first time in the history of the festival, the races ended early at 2:45 p.m. due to lightning and heavy rain in the area. But that didn't stop the action in the morning as teams faced off under sunny skies and low wind conditions. Festival organizers thanked all 98 dragon boat teams, sponsors, enthusiastic fundraisers and generous donors and pledge-makers for a "wonderful day".

Race winners will be announced once the organizers have reviewed the morning and afternoon results and awards for races and pledges will be presented at a later date.

During the traditional flower ceremony the Peterborough Pop Ensemble sang "You Pulled Me Through", "Never Really Gone" and "Be the Change." Vincent Bierworth, festival announcer, read the names of former survivor team members who lost their battle against breast cancer and after a solemn moment of silence the teams tossed carnations onto the water.

Festival organizers and host team, Survivors Abreast, wish to thank the 2011 festival sponsors for making it all possible.

Kawartha Credit Union is the event's **Platinum Sponsor** for the 10th consecutive year.

Gold: Minute Maid Coca Cola Ltd., Subway Restaurants, CHEX Televison, Wolf 101.5 FM/100.5 Kruz FM, TV Cogeco, Star 93.3/The Breeze 107.9/Magic 96.7 and Country 105/91.9 Bob FM/Energy 99.7

Silver: Tim Hortons, AON, Peterborough This Week and The Peterborough Examiner

Bronze: Coach Canada and Mark's Work Wearhouse.

Teak: Sun Life Financial, Scotiabank Group, Commercial Press & Design Inc., Rolls-Royce, Russelle Toyota, Goodlife Fitness, Shirley McDowell/Re-max, Price Chopper, Cleo, Kernels Extraordinary Popcorn, Trent Community Sport and Recreation Centre, Siemens Instruments Inc., Aditya Birla Minacs and Philips Lighting.

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