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Peterborough's Dragon Boat Festival adds a new twist to thank paddlers

PETERBOROUGH — Festival organizers announced a new twist to the dragon boat event in June 2011 today. "We're going to start the festivities for the paddlers early this year —on Friday night," said John Gullick, festival chair. Gullick outlined the three events taking place on June 10 in Del Crary Park.

1. New gold sponsor, SUBWAY® Restaurants, is hosting a thank you reception with refreshments for paddlers starting at 6:00 p.m.,
2. Then at 7:00 p.m. the festival is holding its opening ceremonies on the Fred Anderson stage instead of early Saturday morning before the races start as in past years.
3. Finally, to top off the evening, GE Hitachi Nuclear Energy is hosting a fun-raiser at the Holiday Inn Gazebo starting at 7:30 p.m. with a silent auction and GE Hitachi's house band Atomic Mischief as entertainment. The GE Hitachi party is open to the public with tickets at \$10.00 per person. Tickets are available by calling 705 748 7253. All the proceeds go to the festival.

"SUBWAY® Restaurants is thrilled to be involved as a sponsor for the 2011 Peterborough Dragon Boat Festival, and we look forward to meeting many of the paddlers who will be attending the Subway hosted reception on Friday June 10th," said Subway representative Raj Bhalla. "We wish everyone the best of luck in the races this year."

"We are proud that our team the GE Hitachi Power Dragons has been a part of the festival since the beginning, now our eleventh year. And this year we are pleased to sponsor a fundraiser to help the festival reach its goal," said GE Hitachi President and CEO, Peter Mason.

Gullick thanked GE Hitachi for their efforts and SUBWAY® Restaurants for their sponsorship. "We are lucky to have such generous support from businesses in the community. It helps us continue to run a top notch event and fundraiser for a cause that touches most of us," said Gullick.

This year festival pledges will support the Closer to Care campaign's efforts to raise money to install a radiation facility at the hospital so that cancer patients won't have to travel to Oshawa, Kingston or Toronto. In addition, the campaign will buy laboratory and surgical equipment needed for the increasing number of cancer patients in our community.

To make it easier for teams to raise pledges, donors can make their donations on-line and receive an instant charitable donation receipt.

Organizers said they hoped to raise \$271,201 in pledges and revenue for the campaign, \$50,000 more than last year. If successful, this would mean reaching the \$2,000,000 goal of monies raised from the festival since 2001.

Gullick thanked the sponsors for 2011, which are:

Platinum: Kawartha Credit Union (for the 10th year).

Gold: Minute Maid/Coca Cola Ltd., CHEX TV, The Wolf 101.5 FM/100.5 FM Kruz, Country 105/91.9 BOB FM/Energy 99.7, TVCogeco, and Star 93.3/Breeze 107.9 and SUBWAY® Restaurants.

Silver: Tim Horton's, AON, The Peterborough Examiner and Peterborough This Week.

Bronze: Coach Canada and Mark's Work Wearhouse.

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

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