



FOR IMMEDIATE RELEASE SEPTEMBER 14, 2010

DRAGON BOAT FESTIVAL GIVES \$222,488 TO PRHC FOR CANCER CARE

PETERBOROUGH—Surrounded by a flurry of pink, organizers of the 10th Annual Dragon Boat Festival today announced that a total of \$222,488.21 is slated towards enhanced cancer care at the PRHC. The money will pay for a new automated tissue processor to help with accurate diagnosis of cancer and the remainder will go towards the PRHC's efforts to bring a radiation facility to the PRHC.

Joan Bates, president of Survivors Abreast, and John Gullick, festival chair, along with top pledge earners for 2010, presented this year's funds to Julie Davis, PRHC foundation president & CEO and president and CEO of the PRHC, Ken Tremblay.

"Given that the economic recovery continues to be slow, this is really good news. I am very happy," said Bates.

"Community support is vital to fund the equipment needed to provide high quality cancer diagnosis and treatment right here at our hospital. It is truly an honour to accept this gift," said Davis

Gullick also announced the grand total since 2001, \$1,728,898 (revenue and pledges). "So we are really close to our \$2 million goal— only \$271,102 away. Next year, we want to reach that goal so I am putting the challenge out there."

Gullick thanked the 2010 festival sponsors for making it all possible. Kawartha Credit Union was the Platinum Sponsor for the ninth consecutive year.

"Kawartha Credit Union congratulates the Peterborough Dragon Boat Festival on their tremendous fundraising efforts, and we applaud the organizers for making this event exciting and successful year after year," said Robert Wellstood, CEO of Kawartha Credit Union. "We are thrilled to announce that we will participate in the 2011 Festival as a Platinum Sponsor, and we wish them continued success in the coming year."

Other 2010 sponsors were gold: CHEX TV/Wolf/Kruz, Minute Maid/Coca Cola Ltd., and Country 105/91.9 BOB FM/Energy 99.7; silver, Scotiabank Group, Tim Hortons, The Peterborough Examiner, AON and Hastings Marine; bronze, Peterborough This Week, Coach Canada, Mark's Work Wearhouse and Sun Life Financial; teal, Tradescope, Price Chopper, Saville Publishing, Russelle Toyota, Commercial Press and Design, Shirley McDowell/ReMax, Rolls Royce, NRG Smoothie Bar and Health Eatery, [Aditya Birla Minacs](#) and Goodlife Fitness.

-30-

For more information, please contact:

Carol Mutton, festival communications chair, (705) 768-4294 (Cell) or (705) 292-0015 or carolmutton@persona.ca

Results Summary 2010

Proceeds 2010

- Total raised \$243,501.57
- Total pledges raised \$177, 448.12
- Portion donated to the PRHC Foundation \$222, 488.21 (pledges and revenue)
- Portion to Survivors Abreast \$15, 013.36 (25% of revenue)
- Hold over for 2011 \$6000 (from revenue)

Proceeds 2009

- Total raised \$243,105.39 (pledges and revenue)
- Total pledges raised \$183,285.56
- Portion donated to the PRHC \$223,650.43 (pledges and revenue).
- Portion to Survivors Abreast \$13,454.96 (25% from revenue)
- Hold over for Festival 2010 \$6,000 (from revenue)

Individual Pledge Winners

- Dr. Chris Moore, Moore's Mighty Molars, \$10,425.00
- Linda Martinell, Scotiabank \$10,093.97
- Pam Birrell, Survivors Abreast \$4,350.00
- Anke Blaiklock, Peterborough Tugboat \$3,272.50
- Glen Girven, Blazing Paddles \$1,655.34

Team Pledge Winners

- Scotiabank's Making Waves \$13,781.47
- Survivors Abreast \$12,992.70
- Peterborough Clinic Tugboat \$12,559.80
- Blazing Paddles \$10,712.11
- Moore's Mighty Molars \$10,550.00

Mixed Team Race Winners

- McWilliams Moving "Dragon Flyers" 1:54:46
- Price Chopper Panthers 1:58:78
- Synergy 2:03:11
- Holy Rowers 2:07:43
- River Runners 2:07:81

Ladies Team Race Winners

- Peterborough Physio Paddling Pistillates #1 2:19:66
- Selwyn Belles 2:22:76
- Dragon 'R Butts 2:23:33
- Pet Value Brookdale 2:27:96

Breast Cancer Survivor McKenzie Cup Challenge

- Survivors Abreast 2:23.31
- Cobourg's Survivor Thrivers 2:24.91
- More Survivors Abreast at 2:28:31
- Barrie's Ribbons of Hope 2:35:09
- Kingston's Chestmates 2:43:83

Breast Cancer Survivor Final Fun Race

- Survivor Thrivers 2:20:04
- Survivors Abreast 2:21:71
- Ribbons of Hope 2:28:30
- More Survivors Abreast 2:28:82
- Chestmates 2:36:32