

INTERNATIONAL
Dragon Boat Festival 2010
PETERBOROUGH · CANADA

MEDIA RELEASE
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New Pearl Sponsor for the International Dragon Boat Festival for Breast Cancer Survivors

Peterborough - Surrounded by local paddlers, volunteer organizers, owner of Winslow Gerolamy Motors Ltd, at 1081 Lansdowne St. West, Owner Mike Winslow proudly presented a cheque for \$5,000 to Tina Johnston and Linda Albert, sponsorship co-chairs for the international festival.

“We are thrilled to be part of this exciting event and look forward to welcoming all the teams from around the world in June,” said Winslow.

“We welcome you aboard as a pearl sponsor and appreciate your support as a local business.” said Tina Johnston, festival sponsorship chair. “These festivals will only happen every four years so this is our chance to show the world what Peterborough and the surrounding area has to offer,” she added.

The event, June 11-13, 2010 will involve up to 400 community volunteers and is meant to raise awareness of breast cancer at the local, national and international level. Registered teams will come from all the provinces, the United States, Australia, New Zealand, England, Italy, South Africa, and possibly Singapore and Hong Kong. Several activities such as opening and closing ceremonies, a welcoming barbeque, workshops and a gala dinner with entertainment are being planned for the visitors.

Organizers anticipate that the economic impact will result in visitor spending in the central Ontario tourist region of about \$1,215,000.

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For more information, please contact:

Carol Mutton
2010 International Dragon Boat Festival
C: 705.768.4294, W:705.292-0015
carolmutton@persona.ca