

INTERNATIONAL
Dragon Boat Festival 2010
PETERBOROUGH · CANADA

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Peterborough Destination Association is new pearl sponsor for the International Dragon Boat Festival for Breast Cancer Survivors

Peterborough - Surrounded by local paddlers, festival volunteer organizers, and representatives from the Peterborough Destination Association (PDA), piper Colin Campbell kicked off the celebrations at the Crawford Drive Peterborough & Kawarthas Tourism Visitor Information Centre this morning.

Allen Morrison, President of the PDA, proudly presented a cheque for \$5,000 to Tina Johnston and Linda Albert, sponsorship chairs for the festival. "This is a perfect fit for the Peterborough Destination Association and an opportunity to give back to the community. We look forward to rolling out the "pink" carpet for our international visitors," said Morrison.

The PDA, formed in 2009, is a non-profit incorporated association made up of five hotels (Holiday Inn Peterborough Waterfront, Best Western Otonabee Inn, Super 8 Hotel Peterborough, Quality Inn and Motel 6) with the mandate of promoting and publicizing the City and County of Peterborough as a tourism destination.

"We welcome you aboard as a pearl sponsor and are most grateful for your support," said Johnston. "These festivals will only take place 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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