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ATTENTION NEWS DESK:

Every paddler counts—to fundraise for radiation facility

“We’ll go 400 metres so you don’t have to go 80 kilometres five times a week.” It could be the battle cry of this year’s Peterborough Dragon Boat Festival on June 11. Organizers are asking the 2,000 paddlers in the festival to do everything they can to raise pledges for the Closer to Care Campaign.

The campaign’s goal is raise money to install a radiation facility at the Peterborough Regional Health Centre (PRHC) and buy laboratory and surgical equipment needed for the increasing number of cancer patients in our community.

Currently, Peterborough cancer patients have to travel to Oshawa, Kingston or Toronto for radiation treatments, five times a week for as long as eight weeks. For many, the trips are a major disruption during a difficult time, logistically troublesome and expensive – for some, so much so they simply go without treatment.

“We are proud to make a contribution to this important cause so that many cancer patients won’t have to travel to get their treatments,” announced festival chair, John Gullick.

“Several of our team members had to travel long distances for radiation,” said Karen Stillman, president of Survivors Abreast. “This is the last thing you need when you are ill and already under stress,” she said.

Organizers, kicking off the 11th annual dragon boat festival at Lansdowne Place today, 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.

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

“The on-line system is going to make a big difference to teams and their donors. Just think, if each paddler raised \$150.00 that would mean \$300,000 for the campaign, said Debbie Keay, in charge of registration.

Crystal Dayman, vice-president of marketing and corporate communications at Kawartha Credit Union, platinum sponsor for the 10th consecutive year attended the launch. “We actively support initiatives that make a positive difference in peoples’ lives, and the Peterborough dragon boat festival is such a cause. We are thrilled to once again be the festival’s lead sponsor. Through the continued generosity of the people in our community, we are confident that the festival will reach its \$2 million goal this year,” she said.

Joe Lipsett, vice-chair of the Closer to Care Campaign who attended the launch said “The

contributions of the dragon boat festival over the past ten years have helped to build one of the best Breast Assessment Centres in the province. By supporting this campaign, the event organizers, sponsors and donors help *everyone* battling cancer in our community, not just breast cancer patients, by expanding PRHC's cancer care program."

Community teams that have been waiting to register for one of the spots in the festival can now pay their \$700 entrance fee and register for the races.

Registration packages can be picked up at three Kawartha Credit Union branches in Peterborough on Monaghan and Chemong roads and at Lansdowne Place — but completed registration documents with fees are only accepted at the Monaghan Road branch next to the General Electric complex.

During the launch, Gullick praised the support of festival sponsors who so far include: **Platinum** — Kawartha Credit Union, **Gold** — CHEX Television, The Wolf101.5 FM/100.5 FM Kruz, Minute Maid/Coca Cola Ltd., TV Cogeco, Country 105/91.9 BOB FM/Energy 99.7 and Star 93.3 Breeze 107.9 FM; **Silver** —Tim Hortons, AON, *Peterborough This Week* and the *Peterborough Examiner*; **Bronze** — Coach Canada and Mark's Work Wearhouse; **Teak** —Scotiabank Group, Price Chopper, Siemens Milltronics Process Instruments Inc., Sunlife Financial, Commercial Press and Design, Shirley McDowell RE/MAX, Aditya Birla Minacs, Goodlife Fitness, Rolls Royce and RusselleToyota.

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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