



MEDIA RELEASE
FOR IMMEDIATE RELEASE

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Three insurance companies show their support for the International Dragon Boat Festival for Breast Cancer Survivors

Peterborough, ON - Surrounded by local paddlers, volunteer organizers and Darling Insurance employees, Johanna Parks, Operations Manager, proudly presented a cheque for \$5,000 to Tina Johnston, Sponsorship Chair and members of the festival steering committee. The sponsorship also involves Gore Mutual Insurance Company and The Dominion.

“We are proud and excited to help support this international festival to raise awareness,” said Parks. “We look forward to welcoming the many breast cancer teams from around the country and the world in June,” Parks added.

“We are thrilled to have the support of three insurance companies,” said Tina Johnston. “It will mean a lot to the festival to have you involved. Your contribution will make a real difference and will help us put on a first-rate event.”

The event, June 11-13, 2010 will be held at Little Lake and involve more than 2000 paddlers and supporters. The emphasis for the festival is to raise awareness of breast cancer and to encourage participation and inclusiveness for breast cancer survivors.

About 73 registered teams will come from all over the world including 42 teams from Canada representing all provinces. Other countries represented include the United States, Australia, New Zealand, England, Italy, and South Africa.

Highlights of the event include a parade of athletes, opening and closing ceremonies, a welcoming barbeque hosted by Mayor Paul Ayotte, a gala dinner, a special memorial race—The Sandy Smith Global Race, a variety of workshops for paddlers, a beer tent, vendors and information/awareness booths and the traditional flower ceremony.

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