



MEDIA RELEASE
FOR IMMEDIATE RELEASE

May 11, 2010

Organizers for the International Dragon Boat Festival (IDBF) for Breast Cancer Survivors Thank Media Sponsors

Peterborough, ON - Volunteer organizers of the International Dragon Boat Festival (IDBF) for Breast Cancer Survivors thanked media sponsors at a breakfast reception held at the Holiday Inn this morning. Attending the reception were management representatives from each of the media outlets as well as the five media volunteers who have worked on the IDBF communications committee since January 2009 to help plan the event.

“We are most thankful to have the support of our local media. It will make a world of difference to help spread the word about this international event and to attract spectators,” said Lisa Kouri, co-chair of communications.

Kouri and her co-chair, Carol Mutton, announced the media sponsorships and gave sponsor representatives plaques in gratitude for their support. Media sponsors are:

- Platinum—CHEX Television, The Wolf 101.5 FM/100.5 Kruz FM
- Gold—Country 105/91.9 BOB FM/Energy 99.7
- Bronze—The Peterborough Examiner and Peterborough This Week
- Pearl—Designroom, designer of festival logo and promotional materials.

The event, June 11-13, 2010 will be held at Little Lake and involve about 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 75 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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For more information, please contact:
Carol Mutton
E: carolmutton@persona.ca
T: 292-0015 or cell 768-4294