



**MEDIA RELEASE  
FOR IMMEDIATE RELEASE**

**February 12, 2010**

### **New Ruby Sponsor for the International Dragon Boat Festival for Breast Cancer Survivors**

**Peterborough** - Surrounded by local paddlers, volunteer organizers and several TD Canada Trust employees, Jamie Collins, TD Canada Trust District Vice President, proudly presented a cheque for \$10,000 to Tina Johnston and members of the festival steering committee.

“We are thrilled to be part of this exciting event and look forward to welcoming teams from around the world to our community in June,” said Jamie Collins. “This is an important cause and we truly believe that together we can make a difference.”

With Valentines day so close, festival organizers arranged for a local quartet from the Aces of Harmony to serenade TD Canada Trust employees to show their “heartfelt” thanks.

“We are privileged to welcome you aboard as a ruby sponsor and appreciate your support as the first sponsor from the financial sector,” said Tina Johnston, festival sponsorship chair. “I know our international visitors will be wowed by all that Peterborough and the surrounding area has to offer. These festivals are run every four years, so 2010 is our chance to put on a first class event. Your sponsorship will help us accomplish that.”

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

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. About 75 registered teams will come from all the provinces, as well as the United States, Australia, New Zealand, England, Italy, and South Africa. Several activities such as opening and closing ceremonies, a welcoming barbeque, workshops and a gala dinner with entertainment are being planned for the visitors.

- 30 -

**For more information, please contact:**

Carol Mutton

2010 International Dragon Boat Festival

C: 705.768.4294, W:705.292-0015

[carolmutton@persona.ca](mailto:carolmutton@persona.ca)