



## PETERBOROUGH'S DRAGON BOAT FESTIVAL SATURDAY, JUNE 11, 2011

### Every paddler counts to reach our \$2,000,000 goal!

Survivors Abreast dragon boat team, hosts the festival and together with community volunteers, organizes the one-day event each year.

The **goals** of the festival are to:

- Raise awareness of breast cancer, encourage the community to participate in dragon boating, a sport that emphasizes team building, and raise money for the Breast Assessment Centre (BAC) at the Peterborough Regional Health Centre and improve cancer care for the community.

With past proceeds from the festival, the PRHC has been able to purchase

- three digital mammography units for the Breast Assessment Centre
- a computer-aided detection system for breast MRI imaging
- a software application for mammography reporting stations
- a second sentinel node probe (a less invasive procedure to remove two or three nodes to see if the cancer in the breast area has spread).
- an automated tissue processor, a key laboratory tool for faster and more accurate diagnosis. The remainder of the proceeds from **2010** went towards the PRHC's efforts to bring a radiation facility to the PRHC.

In 2010, the festival's donation of **\$222,488.12** brought the total since 2001 to **\$1,728,898**, which is \$271,102 away from our \$2 million goal.

### OVERVIEW PRESENTS

- About 100 teams will participate and as in past years all pledge money stays in the community. This year, pledges will go towards the Closer to Care Campaign to install a radiation facility at the PRHC and purchase laboratory and surgical equipment for the increasing number of cancer patients.
- **Teams and donors can make donations on-line this year.**
- A portion of the revenue, 25%, goes to Survivors Abreast to keep it operating.
- Team participants must live or work in the area designated by the Peterborough & Lindsay area phone book and be at least 18 years of age. Each year, registration fills up quickly and there are teams on a waiting list within a few weeks of the launch. Registration is \$700, which includes paddles, lifejacket, a practice and team photos for up to 24 per team.

- Team participants come from all walks of life: education, health, the City, the Ontario government, local businesses, friends and neighbours, festival sponsors, the media, law firms, financial institutions—a real cross section of our community. Teams can be mixed or all ladies.
- The highlight of the day is the breast cancer survivor race followed by the pink carnation ceremony in memory of those who have lost the battle against breast cancer. A special breast cancer survivor trophy named after Dr. Don McKenzie, the founder of dragon boating for breast cancer survivors, is presented to the winner and is displayed in the local Sports Hall of Fame.
- The festival is free to the public and is a non-alcohol event.
- **Free shuttle buses** run on race day, compliments of Coach Canada, starting 7:30 a.m. and ending at 6:00 p.m. The buses run every 20 minutes from the Evinrude Centre and the Simcoe City Bus Depot, with stops at the King St., Louis St. and Dalhousie St. parking lots. Look for the signs!
- There are prizes for the top teams and individuals raising the most pledges.
  - The top team has their team name inscribed on a special plaque in memory of Dr. Jaroszonek, which is displayed at the Peterborough Clinic.
  - Race participants win ribbons and medallions; division winners get special awards and there are two special community cups awarded and displayed in the local Sports Hall of Fame.

## CONFIRMED SPONSORS FOR 2011

Since 2002, **Kawartha Credit Union** has generously stepped up to the mark as the festival's **platinum sponsor**. Other 2011 confirmed sponsors include:

### Gold

Minute Maid/Coca Cola Ltd., Subway, CHEX TV, The Wolf 101.5 FM/100.5 FM Kruz, Country 105/91.9 BOB FM/Energy 99.3, Cogeco TV, and Star 93.3/Breeze 107.9.

### Silver

Tim Hortons, AON, The Peterborough Examiner and Peterborough This Week.

### Bronze

Coach Canada and Mark's Work Wearhouse.

### Teak

Commercial Press and Design, Sun Life Financial, Scotiabank Group, Price Chopper, Shirley McDowell RE/MAX, Russell Toyota, Siemens Milltronics Process Instruments Ltd., Goodlife Fitness, Rolls Royce and Aditya Birla Minacs.

