



FOR IMMEDIATE RELEASE MARCH 16, 2010

Platinum sponsor Kawartha Credit Union gives dragon boat festival a total of \$135,000

PETERBOROUGH—Today, Kawartha Credit Union, Peterborough's Dragon Boat Festival Platinum Sponsor for the ninth consecutive year, presented festival organizers with their sponsorship cheque for \$15,000.

The event took place at main branch on Monaghan Road. Robert Wellstood, Kawartha Credit Union CEO, said, "It is a real honour to be associated with such a high calibre and important event. The festival meshes perfectly with our corporate values, allowing us to make a positive impact on our community while having fun participating. We wish the organizers much success with their June 5, 2010 festival."

Festival chair, John Gullick, thanked CEO, Wellstood and added "This is a very exciting milestone for us, the tenth year of what has proven to be one of Peterborough's most successful and fun community events. This year should prove no different and as we already have over 80 community teams registered. If your team has not already registered don't wait any longer if you want to avoid disappointment. Come and join us for a great day on the water. Paddles up."

The festival in the past nine years has raised a total of **\$1,506,410**, which has allowed PRHC to create a leading-edge breast assessment centre for the community with three full field digital mammography machines and high end ultrasounds.

Last year, the festival contributed \$223,650 to help purchase:

- A \$120,000 computer-aided detection system for breast MRI imaging, as well as software for MRI breast biopsy.
- A \$38,000 software application for mammography reporting stations.
- A second sentinel node probe (\$59,000), which allows for a less invasive procedure and involves the removal of only two or three nodes to determine if the cancer in the breast area has spread.

Gullick thanked the other sponsors for 2010, which are: Gold—CHEX TV/Wolf/Kruz, Minute Maid/Coca Cola Ltd., and Country 105/91.9 BOB FM/Energy 99.7; Silver—Scotiabank Group, Tim Hortons, The Peterborough Examiner and AON; Bronze—Peterborough This Week, Coach Canada and Mark's Work Wearhouse; Teak—Tradescope, Price Chopper, Saville Publishing, Russelle Toyota, Sun Life Financial, Global TeleSales, Commercial Press and Design, Shirley McDowell/ReMax, Odim Spectrum, and NRG Smoothie Bar and Health Eatery.

Just before the news conference ended, registrar, Susan Miller urged teams who have not registered yet not to wait. Registration is \$700 and takes place at main branch, Kawartha Credit Union.

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Carol Mutton, festival communications chair and past president, Survivors Abreast: (705) 768-4294 (Cell) or (705) 292-0015 or carolmutton@persona.ca

FESTIVAL FACTS

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)

Grand total since 2001 is \$1,506,410

Proceeds 2008

- Total raised \$220,876.63 (pledges and revenue)
- Total pledges raised \$167,236.70
- Portion donated to the PRHC \$202,066.65 (pledges and revenue).
- Portion to Survivors Abreast \$11,909.98 (25% from revenue)
- Hold over for Festival 2008 \$6,000 (from revenue)

Race Results 2009

Mixed Teams

Dragon Flyers	1:41:63.
Hose Monkeys	1:44:67
Skinny Dippers	1:46:44
Synergy	1:47:31
Del Boca Vista	1:48:16
Chemong Docs,	
Dudes and Dolls	1:53:83.

Ladies Division

Peterborough Physio Paddling Pistillites Part 2 1:56:54
Draggin 'R Butts 1:58:94
Peterborough Physio Paddling Pistillites Part 1 1:59:90
Annie's Oars 2:08:58.

Breast Cancer Survivor Teams

McKenzie Cup

Dragons Abreast, Toronto	1:56:25
Wonder Broads, Windsor	1:58:71
Survivors Abreast Team	2:00:59
Canadians Abreast (national)	2:03:55
Abreast or Knot, Windsor	2:11:56.

Overall Time Placement

Dragons Abreast Toronto
Wonder Broads (Windsor)
Survivors Abreast (Peterborough)
Canadians Abreast (National)
Abreast or Knot (Windsor)