

NEWS RELEASE

MARKETING & COMMUNICATIONS

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FOR IMMEDIATE RELEASE

RACE ON THE RIVER 2011– Team Spirit at its Very Best

Team Captains for the Annual Race on the River Dragon Boat Festival will meet with Board Members and Volunteers **Monday June 13th at 6:30 pm at Glasgow Square Theatre** to prepare for this year's event. This two day family fun-filled event brings sports, healthy team competition and community spirit to the East River in New Glasgow.

The Festival, August 5th & 6th, will once again bring together over 800 participants to take part in the ancient Chinese tradition of dragon boat racing. The teams involved, besides having fun on the river, also raise pledges for our three worthy beneficiaries, Women Alike Breast Cancer Support Association, Special Olympics of Northern Nova Scotia and Pictou County Prostate Cancer Support Association. 100% of ALL monies pledged go directly to the three beneficiaries and to date this event has raised over \$987,000 since the original event in 2002.

As the Festival celebrates it's 10th Anniversary, it promises to continue to be one of the most exciting summer events in Pictou County. The event will commence with our opening ceremonies on Friday Night, Aug. 5th with a **FREE CONCERT** In Appreciation of Your Support, featuring our special musical guest **LENNIE GALLANT** at Glasgow Square Theatre starting at 8 p.m. We are very pleased to welcome Darrell Rushton, Murray Gardner, Omer Gillis and the Pictou County Prostate Cancer Support Association as this year's Honorary Chairpersons.

Races start early Saturday morning at 8:00 a.m. sharp and continue all day. Spectators can enjoy the racing as well as a host of local entertainers, exhibitors and vendors and a children's event tent sponsored by our Presenting Sponsor, Sobeys. The Breast Cancer Final takes place at 4:00 p.m. followed by the very moving Pink Carnation Ceremony on the East River, a ceremony that reminds people of the fight against breast cancer and a remembrance of those who fought hard but lost the battle.

Team registration is well underway and with only a limited number of spots available you are encouraged to get your friends and co-workers together for a wonderful experience of fun and friendship on the East River.

So **Paddles Up** as we look forward to the outstanding support from the community again this year.

For more information or to REGISTER YOUR TEAM please visit our website www.raceontheriver.com or facebook site Race on the River 2011.

SEE YOU THERE FOR ALL THE FUN AND EXCITEMENT!