

PRESS RELEASE
FOR IMMEDIATE RELEASE

July 4, 2012

PADDLES UP! - TEAMS ARE READY TO RACE
PICTOU COUNTY DRAGON BOAT FESTIVAL
HONORARY CHAIR THE HONOURABLE PETER MACKAY

The East River in Downtown New Glasgow, Nova Scotia, will be alive with activity July 27th and 28th, 2012 as the Pictou County Dragon Boat Festival enters its eleventh year. Team registration is near capacity with 44 registered teams.

"The mandate of the Race on the River is to raise funds for specific charities and to promote a healthy lifestyle by organizing and managing Dragon Boat events in Pictou County", says Vice President of the event Kim MacLaren. To date the event has been successful in raising and contributing back to the community more than \$1,139,000.

This year's designated beneficiaries are the Women Alike Breast Cancer Survivor's Society, Pictou County Prostate Cancer Support Association and Nova Scotia Special Olympics Northern Regions. "We are also thrilled to announce that The Honourable Peter MacKay, Minister of National Defence and Member of Parliament for Central Nova, will be this year's Honorary Chair", adds MacLaren. Minister MacKay has been associated with the Race on the River for several years both as an honorary guest and as a team sponsor and participant.

Race on the River can accommodate up to 45 teams and offers a unique team building opportunity. No experience is necessary as training is provided prior to race weekend. Teams are welcome from corporations, industries, small business, church groups, financial institutions, service clubs, schools, hospitals and other health care institutions, community organizations and individuals both local and visiting.

This year for the first time online pledging will be available for those wishing to contribute to the event or sponsor a team or team member. There is a link to pledge on the Race on the River website at www.raceontheriver.com.

The Festival will kick-off on Friday July 27th at Glasgow Square, New Glasgow with the awakening of the Dragon's spirit on the East River and a free concert featuring GHOSTRIDER AND THE ALLIED HORNS.

So come one, come all to the fun-filled, family friendly weekend of fun and competition on the East River in New Glasgow!!!!

Visit: www.raceontheriver.com for more information