

MEDIA RELEASE
MARKETING & COMMUNICATIONS
Meghan Brophy

FOR IMMEDIATE RELEASE
RACE ON THE RIVER MEDIA RELEASE

As we are in the midst of this third wave of Covid-19 it has once again created a concern in moving forward with the 2021 New Glasgow Race on the River Dragon Boat Festival.

Due to the uncertainty and challenges currently being faced by individuals and businesses in our community, it is with a heavy heart that the Board of Directors have decided to cancel the New Glasgow Race on the River Dragon Boat Festival for 2021. We have not taken this decision lightly; as we have been faced with the challenges of reconfiguring a festival that brings people together all while maintaining physical distance. Ultimately the outcome was not possible at this time.

We realize that this decision will impact funding to our beneficiaries, namely the Women Alike Breast Cancer Survivors Society, the Special Olympics Northern Regions, and the Pictou County Prostate Cancer Support Association. Therefore, we are welcoming any donations from our sponsors, businesses, and individuals, which we will pass along to our beneficiaries.

Cancelling this year, was once again a heart-breaking decision however we know it was the right decision as the safety of our dragon boat community is our first priority. We would like to thank our community for their continued support in this event and we hope everyone stays safe and healthy. We as a community can get through this together.

We do look to the future and hope to connect with all our supporters, paddlers and volunteers with a virtual event in the Fall of 2021 - stay tuned for more details to come!

We hope we will be able to hear the roar of the drum in 2022! Until then, may your families, friends, and businesses stay safe.

-ROTR Board of Directors 2021