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Media Advisory / Photo Opportunity

THE OTTAWA DRAGON BOAT RACE FESTIVAL LAUNCH EVENT
HAPPENS TOMORROW

What: Ottawa Dragon Boat Race Festival Launch Party

When: Thursday, May 28th, 2009

6:00 pm – 8:00 pm

5:45 pm Shine Fusion All Stars

6:30 pm Opening Remarks by Sandy Foote, Festival Chair; and John Brooman, Executive Director and Welcome Remarks, JR Ello, CHUM

6:36 pm Addresses by Andree Steele, Royal Ottawa Foundation (on behalf of all charities); Bob Wilson, Trillium Foundation

6:49 pm Dinner break and more Shine Fusion All Stars

7:16 pm Address by Max Keeping on community benefits of ODBRF

7:23 pm Closing remarks – Martin Vervoort, Incoming Chair Ottawa Dragon Boat Race Festival

Where: CHUM Market Media Mall

87 George Street

Public Parking Only

www.dragonboat.net

Minto Place 34-407 Laurier Ave. W. / Ottawa ON / K1R 7Y7 / PH: 613.238.7711 / FX: 613.565.2662

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Over 250 Team Captains, Festival staff, Board of Directors, sponsors and charity representatives will come together to kick-off the 16th Annual Ottawa Dragon Boat Race Festival. The evening will feature Labatt and Pepsi sponsored beverages, Royal Oak sponsored BBQ buffet, live entertainment featuring Shine Fusion All-Stars, door prizes, announcements and addresses regarding the 2009 festival including entertainment line-up and the fundraising goals set for 2009 by the Ottawa Dragon Boat Foundation to benefit the following eight charities: Ottawa Senators Foundation/S.T.E.P., Royal Ottawa Foundation for Mental Health, OCRI School Breakfast Program, Pediatric Oncology Group of Ontario and Candlelighters Childhood Cancer Support Program, Algonquin College Foundation, Ottawa Children's Treatment Centre, and the Good Day Workshop. Team race kits and festival posters will also be available.

About the Ottawa Dragon Boat Race Festival

Dragon Boat Racing has grown to become one of the hottest sporting events in the Nation's Capital and today the Ottawa Dragon Boat Race Festival is the largest of its kind in North America. What began in 1993 as a small half-day event with only 25 teams, has grown to a 3-day sell-out event with 190 teams/5000 paddlers, 73,000 spectators, a host of entertainers, exhibitors/vendors and a comprehensive silent auction tent.

"We are proud to be the biggest Dragon Boat Festival on the continent," said Sandy Foote, Chair of the Ottawa Dragon Boat Race Festival. "Now, we'd like paddlers, spectators, individuals and businesses in the National Capital Region to help us become the largest fundraising festival in Canada. The Ottawa Dragon Boat Foundation's sole purpose is to help those in need in our community."

A complete list of event day activities can be found at www.dragonboat.net.

For more information please contact:

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