



MEDIA ADVISORY / PHOTO OPPORTUNITY

Contact:

John Brooman
Executive Director
Tim Hortons Ottawa Dragon Boat Festival
613.238.7711 ext.225
jbrooman@dragonboat.net
www.dragonboat.net

MAX KEEPING HOSTS THE TIM HORTONS OTTAWA DRAGON BOAT FESTIVAL LAUNCH PARTY

OTTAWA, May 25, 2010 – The Tim Hortons Ottawa Dragon Boat Festival (THODBF), the largest dragon boat festival in North America, will be celebrating the official launch of their festival with 250 team representatives during an evening of encouragement and entertainment.

What: A celebration launching the start of THODBF, including introduction to seven local charities that the Ottawa Dragon Boat Foundation will support this year, local musician Jaymz, and food from the Royal Oak.

Who: Max Keeping, CTV Community Ambassador, will act as host and address the attendees. Other speakers include JR Ello, CHUM; Nadia MacDonald, Tim Hortons (on behalf on Ottawa area store owners); Scott McDougall, TerraChoice Environmental Marketing (announcing THODBF as the first festival to be awarded EcoLogo certification); and Bob Wilson, Trillium Foundation. Representatives from the seven charities supported by the Ottawa Dragon Boat Foundation will be present (Sens Foundation / Project S.T.E.P., CHEO Foundation, Bruyère Foundation, ArtsSmarts, Ottawa Humane Society, University of Ottawa Institute of Mental Health Research, and Debra Dynes Family House), as well as live music from local entertainer, Jaymz.

When: The THODBF launch takes place on Thursday, May 27 from 6:00 PM – 8:00 PM. Opening remarks will begin at 6:30 PM and speakers will follow until 7:00 PM. An address by Max Keeping and closing remarks will take place from 7:15 PM – 7:30 PM.

Where: Market Media Mall at 87 George Street. Public parking only

About the Tim Hortons Ottawa Dragon Boat Festival

The Tim Hortons Ottawa Dragon Boat Festival features both competitive and recreational racing, musical entertainment, and a variety of vendors and family oriented activities. The Festival began as a half-day event in 1993 and has now grown to a 3-day sell-out with 190 teams and 5000 paddlers, 73 000 spectators, and a host of entertainers and exhibitors/vendors. For information visit www.dragonboat.net.

###