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Contact 1:

Sarah Hoy
Knock on Wood
613-236-8452 x 513
sarah@kowpr.com

Contact 2:

Andrea Bailey
Tim Hortons Ottawa Dragon Boat Festival
613-884-6611
andi.bailey@hotmail.com

THE TIM HORTONS OTTAWA DRAGON BOAT FESTIVAL GIVES SPONSORS A SPORTING CHANCE

OTTAWA, June 10, 2010 – The Tim Hortons Ottawa Dragon Boat Festival (THODBF), the largest dragon boat festival in North America, announced today that they have met their sponsorship targets for the 2010 festival taking place at Mooney's Bay, June 18 -20. Even during a challenging economic period, a total of 61 sponsors (eight of them new this year) have made giving back to their community a priority.

While other Ottawa-area festivals are struggling to maintain their existing sponsorship bases, THODBF is bucking the trend. The combination of a high profile, large-scale event, excellent community leadership, and a dedication to raising money for local charities, means that association with the THODBF is an attractive proposition for many organizations. Also, companies are keen to emphasize their responsibility towards green living and the festival's commitment to being eco friendly has been an added lure for sponsors.

In 2010, the festival managed to secure a new title sponsor (Tim Hortons), met all sponsorship targets, and welcomed eight new sponsors to the dragon boat family.

"Whether its because of staff interest, a desire to be involved with an eco-friendly event that's raising money for charities, or simply because we attract a ton of spectators while being well respected in our community, the Tim Hortons Ottawa Dragon Boat Festival resonates with many organizations," said John Brooman, Executive Director of THODBF. "I am incredibly honoured to represent this festival, and pleased that 61 companies find value in sponsoring us - we absolutely rely on their support to produce this excellent community event."

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Sponsors invest in the THODBF for a host of reasons. The value of exposure is important, of course, but more and more organizations understand that Corporate Social Responsibility (CSR) and being involved with the community can also be beneficial. Whether it's helping to solidify a great company reputation, or ensuring that new talent is attracted to join their team (and other employees retained), companies have made increasing their commitment to CSR a real priority. "DragonWave Inc. is pleased to be a new sponsor with the Tim Hortons Ottawa Dragon Boat Festival this year," said Peter Allen, President and CEO, DragonWave Inc. "By aligning ourselves with this great event, we are publicly supporting an organization that represents and gives back to the people we work and live with. In turn, DragonWave benefits from that association and makes a positive statement to employees and the public that we place a high value on being a part of shaping our community."

"For over eight years, our team of proud Scotiabankers have been involved with the Dragon Boat Festival and raised more than \$250,000 for important community organizations," said Dennis Jackson, Senior Vice-President, Scotiabank, Ottawa and West Quebec. "This Festival is something we look forward to each year because of the positive impact it has on our employees, customers, and community. As a sponsor, it's an excellent vehicle for us to show our commitment to this great city where we all work, live and play".

"Jubilee Fine Jewellers is very proud to be a part of the Ottawa Dragon Boat Festival", said Mo Charania, Proprietor, Jubilee Fine Jewellers. "It's core values and philanthropic goals are something that mirrors our own community spirit and vision. As a sponsor, our brand has been superbly represented and the event has, on many occasions, presented unique team building opportunities for our staff and between us and our important customers and the community. "

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About the Tim Hortons Ottawa Dragon Boat Festival

The Tim Hortons Ottawa Dragon Boat Festival is the largest dragon boat festival in North America. It features both competitive and recreational racing, cultural and musical entertainment, a variety of vendors/exhibitors, and family oriented activities. The festival began in 1993 with assistance from the Hong Kong Canada Business Association and has grown to a 3-day sell-out with 190 teams and 5000 paddlers, and over 65 000 spectators. Each year the Dragon Boat Foundation supports local Ottawa charities. Recipient charities for 2010 include 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. For information visit www.dragonboat.net.

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