



Canadian Cancer Society  
Société canadienne  
du cancer

MANITOBA DIVISION

## **Canadian Cancer Society Dragon Boat Festival gets new partnership boost**

*Commitment keeps all pledging proceeds in Manitoba to fight cancer, provide services*

**(Winnipeg, Manitoba** – November 3, 2011) – Two of Manitoba’s most established not-for-profit groups are teaming up to take one of the province’s signature cancer fighting fundraisers to a whole new level.

The Canadian Cancer Society and the Winnipeg Rowing Club will host a refreshed Canadian Cancer Society Dragon Boat Festival this spring that will improve the participant experience and champion the fight against all cancers. With the financial support of National Leasing Group Inc., organizers are hoping to make the event bigger and better than ever before.

“After a decade of hosting one of the biggest dragon boat races in the province, we thought it was time to revitalize it and focus on making it more accessible and fun for all involved,” said Mark McDonald, Executive Director for the Canadian Cancer Society, Manitoba Division. “This partnership brings together two not-for-profit organizations that have a long history of investing in this community.

“For more than 100 years, Winnipeg Rowing Club has had a reputation of nurturing and fostering excellence on the water in Winnipeg, and with safety as a top priority”

**The 2012 Canadian Cancer Society Dragon Boat Festival will take place June 22 – 24 at the Winnipeg Rowing Club on the Red River.**

**Registrations are being accepted for companies and organizations interested in participating. Visit [www.cancer.ca](http://www.cancer.ca) to register a team.**

With origins dating back to 1881, the Winnipeg Rowing Club is one of the longest standing sporting organizations in Western Canada. It is a non-profit organization offering lessons and programs in the sport of rowing, with a rich and successful Olympic history, and tradition of camaraderie and friendships.

“We’re proud to join the Cancer Society family, so we can make a real difference in the lives of people fighting cancer in this province,” said Nick Logan, on behalf of the Winnipeg Rowing Club. “Our goal is to help participants fight back against cancer, but also open up the event to businesses, organizations and individuals who may want to try something different.

“Dragon Boating is an opportunity for companies and organizations to team-build, get exercise, and have fun in the process. It sure has a way of getting everyone in sync and focusing efforts toward a single goal.”

The refresh of the event follows a successful 2011 Canadian Cancer Society Dragon Boat Festival which drew 2,500 participants from 120 teams to raise funds for cancer research and recognize the thousands of Manitobans on a cancer journey and loved ones lost to this disease.

McDonald said the changes to the event's format and operation is a result of feedback from dragon boat teams. "We appreciate the support that we have received in the past and in an effort to continue to make it better we listened carefully to participants and took what they said to heart," he said.

"This is an exciting time for us. We have a new partner, a renewed enthusiasm and we look forward to rolling out the 2012 Canadian Cancer Society Dragon Boat Festival."

McDonald also said the Society is committed to keeping 100 per cent of all funds raised from pledging right here in Manitoba funding vital cancer programs and services and local research to benefit all Manitobans.

*The Canadian Cancer Society fights cancer by doing everything we can to prevent cancer, save lives and support people living with cancer. Join the fight! Go to [fightback.ca](http://fightback.ca) to find out how you can help. When you want to know more about cancer, visit [cancer.ca](http://cancer.ca) or call our toll-free bilingual Cancer Information Service at 1 888 939-3333.*

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