



**PADDLER AND PUBLIC SUPPORT: KEY TO BREAKING FUNDRAISING  
RECORD ACHIEVED DURING ECONOMIC DOWNTURN**

**FOR IMMEDIATE RELEASE**

OTTAWA, June 5th - The Ottawa Dragon Boat Foundation is optimistic it will reach its fundraising goal of \$350,000 after exceeding its 2009 goal during an economic downturn.

“Last year was a tough year. We were concerned donations would be down, but our paddlers and the general public stepped up to the plate raising a record breaking \$326,000” relates Michelle Lavoie, Ottawa Dragon Boat Foundation Chair.

The Ottawa Dragon Boat Foundation raises funds primarily through a Pledge Challenge taking place in and around the Tim Hortons Ottawa Dragon Boat Festival, June 18th-20th. Paddlers raise funds by asking friends and family for donations and holding small events. The Foundation also relies on the general public for their support. Donations can be made online by visiting [www.dragonboatfoundation.net](http://www.dragonboatfoundation.net).

(more)

“I think in the past there has been the perception that one must be a paddler or know a paddler to support the Pledge Challenge,” said Jennifer Mackiddie, Foundation Coordinator.

“This is certainly not the case. We are definitely hoping the citizens of Ottawa will help us support local charities that make a difference in their community,” explains Jennifer.

The Ottawa Dragon Boat Foundation has seen a steady increase in the funds raised each year and is relying on the generosity of its paddlers and the citizens of Ottawa to reach its 2010 goal of \$350,000. Recipients of the funds include CHEO Foundation and Ottawa Humane Society.

In 1998, a charitable component was added to the Ottawa Dragon Boat Race Festival raising funds for local charities on an annual basis. The Ottawa Dragon Boat Foundation was established in 2003 to help focus and grow the level of community support. To date over \$1,800,000 has been raised through the annual Pledge Challenge and those funds have benefited over 28 Ottawa area charities.

The 2010 recipient charities are as follows:

The Sens Foundation/Project S.T.E.P.  
Bruyère Foundation  
ArtsSmarts  
Debra Dynes Family House

CHEO Foundation  
Ottawa Humane Society  
U of O Institute of Mental Health Research

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