



The 21st TELUS Toronto International Dragon Boat Race Festival Newsletter – Spring Edition

2009 is the twenty-first year of dragon boat racing in Toronto, twenty-one years of excitement, fun, camaraderie, entertainment and prizes.

The Toronto Chinese Business Association (TCBA) is proud to continue to bring this event to the shores of Lake Ontario and to the people of the province. An event that began locally has expanded each year to its present international status, attracting over 125,000 people. It is a fulfillment of one element of TCBA's mandates, to promote Chinese culture to a wide community.

One of TCBA's greatest achievements is to have brought a piece of Chinese culture to the city and the province, expanding this culture and sport that is now enjoyed by so many.

TCBA, a non-profit organization and the first Chinese business association, was established in 1972 in Greater Toronto. It looks after the economic well-being of Chinese businesses and acts as the representative in liaison with all levels of Government.

TCBA is a major force in promoting and assisting corporations to make inroad into the Chinese markets and is always helping Chinese Canadian businesses to reach out to the mainstream. It has been building bridges of understanding between all multicultural communities for the past 36 years.

TCBA started the annual Dragon Boat Race Festival in 1989 to promote the tradition and sport of dragon boating and to increase awareness of Asian and Chinese Canadian culture and cross-cultural understanding. The idea of a dragon boat race festival was first initiated by a Hong Kong councillor visiting TCBA in 1987. The idea was warmly embraced by TCBA, with the dramatic influx of Chinese immigrants during the 1980's, as a great way to promote Chinese culture to Canadians. After months of preparation, including the purchase of 6 dragon boats from Hong Kong, the first dragon boat race festival was held in June 1989 in Toronto, with 27 teams competing in the races.

This year sees the Festival continue to be the sport and entertainment extravaganza it has been for twenty years. It provides two action-filled days for the spectators. Over 6,000 paddlers will compete in races during the two days; there is entertainment on the stage; international foods to choose from, corporate booths to wander through.

Each year the Festival gets bigger, encompassing the races. As we present the 21st Festival, we are excited and very pleased at this year's new and returning sponsors and athletes, and also a special race, proudly sponsored by Atlantic (HS) Financial Corporation for several years, one composed of young people, who despite physical

disabilities, have trained hard and are ready to compete. Through this, we are able to reduce the barriers for these young people by getting them involved with other participants throughout the whole process of Dragon Boat Racing – the most exciting recreational water sport in Canada and around the world.

We are proud of the growth of all elements of the Festival, from a local to national to an international event. We have grown steadily and sought to make improvements each year.

As a sponsor of the Toronto International Dragon Boat Race Festival, you will experience first hand the excitement of water sport racing, the beauty of a culture and being part of a team of Canadian companies and organizations that celebrates this festival with the multicultural community in Toronto.

Furthermore, the social responsibilities of the Festival have also extended to raising funds for charities, such as the Heart & Stroke Foundation, Breast Cancer Foundation and the Sick-kids Foundation.

This year, we are working with Canadian Breast Cancer Foundation as our Beneficiary Partner.

Your support will help improve accessibility for the expected 125,000 participants who will be raising funds for the Canadian Breast Cancer Foundation. If you would like to be one of our distinguished sponsors, it is never too late to participate, please visit our website at www.dragonboats.com for the Corporate Sponsorship Package.

Race

With over 90 teams registered so far, it looks like the Toronto International Dragon Boat Race Festival will have yet another promising year of Dragon Boat festivities. This year we are proud to welcome international teams travelling all the way from Dubai, Germany and the United States! We are also excited to announce that the TIDBRF is now a recognized Dragon Boat Canada Qualifying Event for crews seeking entry to the 2010 CCWC (Club Crew World Championship) in Macau. All Canadian entries will be selected at the National Dragon Boat Championships on August 22-23, 2009 taking place in Montreal QC. For more information you can visit www.dragonboatcanada.com. If you haven't registered your team yet it's not too late! The registration deadline is April 30th, 2009. You can register at www.dragonboats.com.

Important Dates:

Festival Days, Toronto Centre Island

Saturday, June 20, 2009

Sunday, June 21, 2009

Leading up to the races is:

Eye-dotting Ceremony and Media Launch: (By invitation)

Wednesday, May 20, 2009 at Sunnyside Pavilion, Toronto

Be sure to check out the 21st TELUS Toronto International Dragon Boat Race Festival website at:

www.dragonboats.com