



# Dragon Bytes

Race on the River News  
Volume III Issue 3  
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www.raceontheriver.com

## Sponsorship News

The following businesses and organizations in our community are generous in their support of our event. Think of them when doing business!

### Presenting Sponsor

**Sobeys**

### Silver Sponsors

Advocate Printing and Publishing  
AP Reid Insurance  
Bank of Montreal  
CKEC  
Hector Broadcasting  
Mac, Mac & Mac  
Tim Hortons

### Bronze Sponsors

Ballentyne Fuels      CF Construction  
CIBC Woody Gundy    Connors Transport  
Investors Group      Kimberly-Clark  
Scotsburn Dairy      TrentonWorks

### Friends of the Festival

Kinsmen



*In memory of:*

**BRUCE MURRAY**  
1941-2004

It was on a sunny day alongside the East River in New Glasgow three years ago, that I first met Bruce Murray. Bruce was watching the Women Alike Dragon Boat team and especially his wife Shirley practice their paddling on the river when he and I started to discuss the first Dragon Boat Festival races planned for the following August. From that moment Bruce became, and remained, an enthusiastic supporter of the event as he was with many community based events.

His support was not flamboyant but was always present whether it was encouraging his Advocate Company to enter a team for the races and participating with the team himself or donating support from his company for the design of the Festival logo and the printing of posters and brochures for the event. Who will not forget the sight of Bruce alongside the river cheering his team in last year's races, the cheering that affected another team so much that they crashed into the Advocate's boat and prevented them reaching the finals or so he told me on a number of occasions.

Bruce's early passing from this life is mourned by us all but we, associated with the Dragon Boat Festival, must carry on his legacy of supporting community based events such as the Festival. We, and all who knew him, will treasure forever the memory of a fine gentleman, a dedicated family man and a person who never forgot the community in which he lived.

~ Roger Swarbrick



*Pledge Program 2004*  
*Incentive Program*

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The *Race on the River* Pledge Committee has come up with an exciting incentive program for this year's event. Paddlers who raise the following totals in pledges will earn these prizes:

\$50.00	<i>Race on the River 2004 cap</i>
\$250.00 to \$499.99	<i>Race on the River 2004 cap and a nylon folding chair with cup holder and removable head rest from White's Custom Cresting</i>
\$500.00 to \$999.99	<i>Race on the River 2004 cap and two knife boxed set from Grohman's knives (a chef's knife and paring knife)</i>
\$1000.00 or more	<i>Race on the River 2004 cap and Adirondack chair from Summer Street Industries</i>

This year *Race on the River* will celebrate four charitable organizations. We are excited and pleased to add the **Pictou County Prostate Cancer Support Association** to our list of benefactors.

The primary recipient of funds raised through the Race on the River 2004 will be the **Women Alike Breast Cancer Survivor's Society**. As in the past two years **Special Olympics** and the **Nova Scotia Amateur Sport Fund** continue to be benefactors of the event as well.

**Century Saw and Marine** have donated a kayak and equipment for the third straight year – a wonderful show of support for our festival and its benefactors. **The Mingo Group** and **Aliant** have also come forward early with generous prize donations. These major prizes will be won by the paddlers raising the most pledges.

**Who's On Board?**

The following teams are already registered for this year's *Race*:

- |                               |                           |
|-------------------------------|---------------------------|
| Atlantic Vikings              | Michelin Dragon Flies     |
| MacAttack                     | Kimberly-Clark            |
| Printers Devils               | RBC of Pictou County      |
| Reefknots                     | Cobequid Hornets          |
| SSI Minnow                    | Valley View Villa Vikings |
| Belles and Beaus              | CIBC Sand Dollars         |
| Aliant Spitfires              | Irish Rowers              |
| Tim Hortons/Wendys            | TDCT Bullets              |
| Cape Breastoners              | The PaceMakers            |
| MedForce One                  | BMO Dagon Bankers         |
| Cape Breastoners Support Team |                           |
| Convergys                     | The Best Curves in Town   |
| OES Dragon Stars              |                           |

**Paddles Up ~ and Away!**

For more information about *Race on the River* contact:  
Susan Hartley ([sc.hartley@ns.sympatico.ca](mailto:sc.hartley@ns.sympatico.ca))



*From the editor:*

### **IT'S ALL ABOUT BUILDING A HEALTHY COMMUNITY**

Recently, Shawna Coleman, Lesley Sobey and Roger Swarbrick of Race on the River met with the Board of the Directors of the New Glasgow Downtown Development Corp (NGDDC). The meeting's purpose was to ensure the downtown merchants are made aware of the many opportunities that exist in marketing directly to the participants and spectators of our event. Our Festival which not only attracts local residents, but folks from surrounding communities and beyond, wish to ensure participants are made aware of the many shops and services located only a few blocks away from our Festival! Board members of Race on the River want to ensure healthy partnerships are nurtured not only with those persons directly involved with the festival, but with all facets of the community as well. A wonderful opportunity exists for downtown merchants to promote their shops and services during our Festival so they too can "Seize the Spirit of the Dragon". Race on the River marketing committee will keep Team Captains informed by way of "DRAGON BYTES" and other media

*Other news:*

The Pictou County Prostate Cancer Support Association held a Gala Dinner on March 26, 2004. At this well attended event, Roger Swarbrick, Chair of *Race on the River*, announced that the PCPCSA has been chosen as the newest benefactor of the event. Funds received from the *Race* will assist the PCPCSA in fulfilling their mandate, which, in part, reads, "To improve the physical and psychological well being of men who have, or men who have had prostate cancer."

Paddles up! - Susan

### ***Race on the River*2004 Executive**

Chair	Roger Swarbrick
Vice Chair	Susan Hartley
Secretary	Elizabeth Daley
Treasurer	Paul McCracken

### **Classifieds**

#### **Experienced paddlers available!**

If your team is short a paddler or two, let me know and I will connect you with one of the paddlers on our spare list.

Susan  
([sc.hartley@ns.sympatico.ca](mailto:sc.hartley@ns.sympatico.ca))