



Dragon Boat Festival: New Name, New Date **New Goal: Boost Fundraising**

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For Immediate Release

Contact: Penny Behling, 865.742.4306 or Betsy Chapin Taylor, at Erlanger, 423.778.7373

Chattanooga, TN - The event that always makes a splash gets a new date and a new name in its fifth year.

Previously the Chattanooga Dragon Boat Festival, the new name is the Children's Hospital Dragon Boat Festival, and will be held Saturday, May 21, 2011 at the TVA Park at Chickamauga Dam.

Dragon Boat racing is the 8th fastest growing sport in the world, featuring teams of 20 paddlers, a drummer and steerer in authentic Hong Kong-style dragon boats. All ages, skill levels and physiques can participate, making it the ultimate team building sport, requiring synchronicity and finesse, more than power to win.

Local paddlers raise pledges in advance for the Children's Hospital. To help boost fundraising efforts, the re-branding of the name to Children's Hospital Dragon Boat Festival should remind people what this sport and event is about: community. The hospital treats more than 36,000 patients annually, regardless of ability to pay. Last year, paddlers collected \$75,000 for the hospital. This year, we hope to raise \$100,000.

"Every team contributing for this event helps us treat kids with quality healthcare in our region," said Betsy Chapin Taylor, Chief Development Officer for Erlanger Health System Foundation. "Every single paddler in this event can make a difference."

More information is online at www.racedragonboats.com or by calling 877.580-RACE.

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