

NorthBreast Passage Dragon Boat Team



Fire Cannot Kill a Dragon

Our Appeal for Sponsorship



Who We Are

We are a group of breast cancer survivors who believe that staying strong physically and mentally benefits ourselves and our community. We are all in the same boat and that gives us courage, hope, endurance and companionship. We have 28 members, 22 of them are active paddlers.

What We Do

As part of our mission is to raise awareness, we participate in a number of events around Prince George such as Relay for Life and Run for the Cure. We also do presentations on breast cancer and dragon boating for various groups as requested and participate in various wellness and health information activities. From about June we practice twice a week on West Lake and over the winter we do dryland training at the Y. In March and April we practice in the Four Seasons Pool. We participate in one dragon boat festival a year. Our coach and our steer person are volunteers. Throughout the year, we hold bake sales and other fundraisers to raise money for our costs.

Why we do it --- History of Breast Cancer Survivor Dragon Boat Teams

Breast cancer survivors' dragon boating is an international movement inspired by the research of Canadian sports medicine specialist Don McKenzie. Survivors of breast cancer join together to paddle dragon boats for the benefit of their physical health and social wellbeing. McKenzie is a Canadian sports medicine specialist at the University of British Columbia, professor in the School of Kinesiology and Director of the Allan McGavin Sports Medicine Centre. In a 1998 paper in the Canadian Medical Association Journal McKenzie described how in February 1996 he started a dragon boat team for women with a history of breast cancer, which the women chose to name Abreast in a Boat. He believed that this activity would benefit breast cancer survivors as it provided strenuous upper body activity in an aesthetically pleasing and socially supportive environment. (Wikipedia)

Our Mission

- To improve the physical and psychological well-being of people who have had breast cancer
- To provide support to people whose breast cancer has recurred
- To support breast cancer research and encourage the pursuit of a cure
- To raise awareness of breast cancer in our region

Our Revenue

We typically receive \$2000 a year from the Canadian Breast Cancer Foundation. The majority of our revenue is raised through fund raising activities such as bake sales and pub nights.

Our Costs

It costs approximately \$12,000 a year for us to be active. Costs include: insurance, boat storage, festival registration and participation, replacement and purchase of equipment.

Our Appeal

Your sponsorship means that we can donate our time to education about breast health and breast cancer awareness and participate in women's health support activities. Your support means we can focus on our Mission. We are a registered Charity and we will issue a tax receipt.



Sponsorship Levels:

	Dragon \$3000	Den \$5000	Fire \$9000	Legend \$12,000
Company logo on Practice Boat - Visible at Four Seasons Pool year round				X
Company logo on Dragon Boat at West Lake - June to September				X
Company logo on Practice Clothing		X	X	X
Company logo on Festival Clothing			X	X
Company logo on tent	X	X	X	X
Company logo on our website	X	X	X	X
Verbal acknowledgement of sponsorship at competition				X
Company logo on the front of all team t-shirts			X	X
Branded as a major sponsor throughout our advertising campaign, press releases, print promotions			X	X
Individual or general donations of any denomination are graciously accepted without sponsorship benefits.	Not applicable (charitable tax receipt provided)			

Contact us:

Website: northbreastpassage.com

Facebook: [NorthBreast Passage Dragon Boat Team](#)

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Thank you!