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## **For Immediate Release**

### **Holiday Parade to Feature Pink Tidal Wave Preview Coming to Sarasota in 2014**

SARASOTA - November 26, 2013 - Representatives from some of Florida's breast cancer survivor dragon boat racing teams will don pink hats, bras and t-shirts, and snake through downtown on an iconic pink dragon boat at this year's Sarasota Holiday Parade on Saturday, December 7, as a preview of the 2014 International Breast Cancer Paddling Commission Participatory Dragon Boat Festival.

The teams taking part in the parade will be the Pink Dragon Ladies (Tampa), Save Our Sisters (Miami), Missin Mammaries (Punta Gorda) and the new yet-to-be-named Sarasota team.

"We're thrilled with the opportunity to be part of this wonderful holiday tradition and the chance to meet people from the community," said Kim Bonomo, Captain of Save Our Sisters Miami and co-chair of the 2014 event. "We're going to paint this town pink next year! It will truly be a celebration of survivorship and sisterhood in the Sunshine State."

The pink tidal wave that will encompass the three day festival is expected to draw an estimated 2,800 survivor athletes and more than 1,000 support guests from around the world, October 24-26, 2014. According to Bonomo, the economic impact is estimated at more than \$5,000,000. But there will be a huge social presence as well through a campaign to raise breast health awareness and educate the public on ways to reduce the chances of getting breast cancer.

"The participating survivors will show the residents of Sarasota and Bradenton Counties that breast cancer is not a death sentence; that we are not victims but thrivers who have found a way to empower ourselves after the adversity of breast cancer by staying mentally healthy and physically fit," she said.

For more information and sponsorship opportunities on the 2014 International Breast Cancer Paddling Commission Participatory Dragon Boat Festival, contact Kim Bonomo at [Kim@sarasotabcs2014festival.org](mailto:Kim@sarasotabcs2014festival.org) or 305.776.5016.

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