

PRESS RELEASE

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Fifth Annual Dragon Boat Festival on July 28 on High Rock Lake

The Fifth Annual Rowan Chamber Dragon Boat Festival will be held on Sat., July 28, 9 a.m. – 5 p.m. at The Shrine Club on High Rock Lake (6480 Long Ferry Road, Salisbury, NC).

The Rowan Chamber Dragon Boat Festival is the largest annual event held on High Rock Lake, the second largest lake in North Carolina. A parklike atmosphere and viewing is free for spectators, where approximately 3,800 Rowan, Davidson and Stanly county residents came out to watch more than 25 teams compete in 2017.

Besides the actual competition of the colorful Dragon Boat races; food vendors will be joined by local iconic soft drink company Cheerwine; as well as Salisbury-based breweries and vineyards. There will be entertainment during the lunch break, with a Drummer's Parade and Raffle.

Attendees are encouraged to bring lawn chairs or blankets and make it a fun lakeside party. However, no pets, coolers nor outside food will be allowed. Parking is by donation and available in adjacent lots to the Shrine Club. The Salisbury/Rowan County Convention and Visitors Bureau will provide trolley rides to and from the parking areas on the Shrine Club property.

"The Rowan Chamber is passionate about health and wellness; strong teambuilding coupled with hosting an event of this magnitude that brings together family fun and competition, all on High Rock Lake, our natural resource here in Rowan County is a win-win for the community," said Teresa Dakins, (Trinity at Home) chair of the Rowan County Dragon Boat Festival Committee.

PanAm Dragon Boat has been contracted to oversee the competition and provide each team with all the necessary equipment (boat, paddles, life vests). Teams will learn how to paddle during an introductory practice session (included in team registration fee). Each team will need to provide 20 paddlers; a minimum of eight must be female, and a drummer. On race day, each team will compete in three heats on a 350m straight course.

Dragon Boat racing dates to more than 2,300-year-old tradition from Ancient China with 45' sleek boats donned with dragon heads, tails and scales that seat 20 paddlers each. Colorful drummers sit in the bow pounding the drum to the beat of the paddlers' stroke, and a steersperson stands in the stern guiding the team down the water race course.

Team sponsorships as well as overall event corporate partnerships are available at various levels.

For more information, please contact the Rowan Chamber at 704.633.4221 or info@rowanchamber.com or www.rowanchamberdragonboat.org. Follow us at #DragonBoatRowan2018