



For immediate release

Road cruise raises funds, promotes tourism

Registration is now available for the first Great Kawartha Road Cruise. The event, a fundraiser for United Way for the City of Kawartha Lakes, will be held Saturday, May 28.

The event has been planned by a sub-committee of cabinet, the fundraising arm of United Way. The group's goal was to organize a fun event that raised money for United Way, and promoted tourism in the City of Kawartha Lakes.

Registration costs \$60 until May 20. After May 20, the cost increases to \$75. The cost is per vehicle participating in the Cruise. For the cost, participants will enjoy coffee and muffins at A&W Lindsay, cruise to Kinmount to tour the Highlands Cinemas and Movie Museum, continue to Settlers' Village in Bobcaygeon for a look at the area's heritage, carry on back to Lindsay for a stop at the Lindsay Lilac Festival, and then wrap up at A&W for supper, music and raffles. Registration includes two vouchers for a meal at A&W.

At each stop, Cruisers will roll the dice and "play" a board game. The winner will be announced at the wrap up later that day.

Corporate sponsors of The Great Kawartha Road Cruise include A&W Lindsay and Happy Days House Boats.

Patrick Proulx, owner of the Lindsay and Peterborough A&W locations says, "The United Way is one of our favourite charities. We are always amazed at the incredible volunteers that devote countless hours. Most of all we are proud to be supporting the United Way because the money we help raise is given directly to many deserving organizations right here in Lindsay and the Kawartha Lakes area."

Mr. Proulx is not only providing the location for the start and finish of the Great Kawartha Road Cruise, but is also giving two meals per registration for the wrap up event. He is also making United Way for the City of Kawartha Lakes' the recipient of funds raised through the 50/50 raffle at the regular Wednesday cruise nights at A&W.

Jill Quast of Happy Days House Boats is providing first prize in the Road Cruise – a gift certificate for an 8-sleeper houseboat for either a 3-day weekend or 4-day midweek during our low season. The value of the prize is \$1,050. The winner would have to pay for gas in the houseboat, and the gift certificate will be valid for this season, up until Thanksgiving weekend.

Other prizes in Great Kawartha Road Cruise include a gift certificate for an auto appraisal, donated by Wayne Copeland.

Businesses are invited to provide a gift for participants' bags, or sponsor a spot on the game board. Sponsorship costs \$50 per spot, and there will be five copies of the game board created – the board will be seen several times by many people throughout the day. Besides supporting the local United Way, business sponsors will

receive receipts that can be applied to marketing and advertising expenses. Many businesses find this a great way to boost their business profile while supporting the community.

The Great Kawartha Road Cruise takes place during a fun-filled week in Lindsay. Other events taking place that week include the grand opening of the Olde Gaol Museum, the Lilac Festival, the Kawartha Male Chorus "Kaleidoscope of Song" at Fairview Baptist Church, Quilted Treasures quilt show at the Lindsay Curling Club, All About Horses show and rodeo at the Lindsay Central Exhibition and the March of Dimes ball hockey tournament.

Great Kawartha Road Cruise organizers hope that participants will stay for the weekend to enjoy all the City of Kawartha Lakes has to offer. To check out places to stay, visit www.lindsaychamber.com, www.fenelonfallschamber.com, www.bobcaygeon.org or www.explorekawarthalakes.com.

Registration forms are available at the United Way office, 50 Mary Street West, Lindsay, ON, or on the website, www.ckl-unityway.ca.

Proceeds of the Great Kawartha Road Cruise will assist United Way in funding 15 agencies that provide more than 40 programs to residents of the City of Kawartha Lakes.

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For more information, contact:

Deb Bartlett, United Way for the City of Kawartha Lakes, 705-878-5081
Road Cruise co-chairs Mike Jancsik, 705 879-7428 or June English 705-878-3863 ext. 233

Cutline information:

Great Kawartha Road Cruise co-chairs June English and Mike Jancsik are ready to roll in the event, which will have drivers head up to Kinmount for a tour of the Highlands Cinemas Movie Museum, stop at Settlers' Village in Bobcaygeon and make a pit stop at the Lilac Festival in Lindsay before cruising to A&W for supper and prizes. The event will raise money for the United Way for the City of Kawartha Lakes.