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For Immediate Release

## Dragon Boat Festival Returns to Veterans Park

Milwaukee, WI (June 22, 2015) – Milwaukee Chinese Community Center (MCCC) will present the third Milwaukee Dragon Boat Festival, at Milwaukee County’s Veterans Park, Saturday, July 11, from 8 a.m.-5 p.m. The free event showcases Chinese culture and tradition with dragon-boat racing as the main attraction. Other highlights include the eye-dotting and dragon dance, cultural exhibits, and performances of traditional dance, Chinese folk music, and martial arts. Authentic Chinese food will be available for purchase.

Dragon boat racing will begin at 8 a.m. With vibrantly colored dragon heads and tails, the 43-foot-long boats are sometimes referred to as “canoes on steroids.” Teams of up to 21 men and women will row their boat in unison to the beat of their drummer. The event organizer will provide each team with a steersman to direct the boat using a 10-foot oar from the stern. Also included with registration is the use of the boat, paddles, personal floatation devices, and a pre-festival practice session in Pewaukee.

Team registrations are being taken through June 30. Proceeds go to Ronald McDonald House.

“Our event is drawing more and more people! Teams participated in the last two years are returning plus new teams are joining!” said Zhaohui Wang, MCCC Director of Community Affairs.

Following the first round of dragon boat racing will be the opening ceremony at 10:30 a.m. featuring a dragon dance. Before the dragon dance, an eye-dotting ceremony will “awaken the dragon.” An ancient Chinese tradition says that the touch of a calligrapher’s brush to the dragon’s eyes will bring the dragon to life.

In addition to cultural exhibits and performances, the young and young at heart will have the opportunity to make opera masks and lanterns, play traditional games, participate in a dragon parade, and learn to write and speak Chinese.

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Over 30 teams have already registered to take part in the boat races. Team registration is open through June 30. Individuals and small groups may register to be placed on a team. Team registration is \$750; individual registration is \$38.75.

MillerCoors LLC is the Entertainment Stage sponsor.

Veterans Park is located on Milwaukee's Lakefront at 1010 N. Lincoln Memorial Drive.

Milwaukee Chinese Community Center is a community-based nonprofit organization founded in 2006. MCCC strives to offer the best learning experience in Chinese language and cultural programs through the Milwaukee Modern Chinese School and Youth Leader Academy. The mission of MCCC is serving members and community through Chinese language education, culture outreach, and social engagement.

For more information on the Milwaukee Dragon Boat Festival, visit <http://milwaukeedragonboatfest.org/>

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