

# DOCK TO DOCK PARTY WITH PURPOSE

SATURDAY AUGUST 15TH | 3PM - 6PM | YOUR DOCK, DECK, OR PATIO

**WE WANT YOU TO 'GIVE A DOCK'! CNIB LAUNCHES 'TEXT-TO-DONATE' AS THE COUNTDOWN TO THE 4TH ANNUAL LAKE JOE SUMMER FUNdraiser KICKS OFF**

***Canada's largest Dock-to-Dock: Party with a Purpose FUNdraiser in support of CNIB Lake Joe takes place Saturday, August 15th, 2020 from 3:00pm-6:00pm***

**FOR IMMEDIATE RELEASE--SEGUIN TOWNSHIP, ON--**Want to become a 'Dockstar' for a good cause? Starting Monday, August 10th, anyone can! The Lake Joe Vision Team and Fundraising Committee is excited to officially kick off the countdown to the 4th annual Lake Joe summer event with the launch of text-to-donate in support of CNIB Lake Joe.

By texting **DOCK to 45678** (carrier charges may apply) an automatic donation of \$10 will be applied (an automated tax receipt will be texted as a reply) to raise funds for CNIB Lake Joe "[Wish List](#)" items and next season's camp bursaries. Canada's largest Dock-to-Dock: Party with a Purpose FUNdraiser event takes place Saturday, August 15th, 2020 from 3:00pm-6:00pm

**WHAT:** 4th Annual Lake Joe Summer Event: Dock-to-Dock: Party with a Purpose in support of CNIB Lake Joe

**WHEN:** Saturday, August 15th, 2020 from 3-6pm

**WHERE:** Wherever a "dock host" may be - you can host a 'dock party' on your dock, in your backyard, on your boat, on your patio, balcony or in your home. The theme is Muskoka, the mindset is giving, and the location is wherever you wish to be.

**HOW:**

1. Dock Hosts are invited to register a 'dock' at [cnib.ca/docktodock](http://cnib.ca/docktodock)
2. Create a fundraising goal (ie. minimum suggested is \$1000 per Dock) to raise funds for a specific camp "Wish List" item or next season's camp bursaries to support campers (ages 6 to 96) who attend from across the country every year.
3. Invite Friends and Family to join your Dock in person (respecting Covid-19 Guidelines at the time of the event) or virtually.

4. Tune into 104.1 The Dock from 3-6pm for great tunes, community giving and a great cause as you take part in what will be Muskoka's (and likely Canada's) Largest Dock-To-Dock: Party with a Purpose FUNdraiser.
5. All major donations (\$1000 + in cash) and sponsors will be recognized with their names on an e plaque that will be installed at the camp for recognition of their generous donations during this challenging time, for years to come!

**WHO:**

**MEDIA PARTNER:** 104.1 The Dock Radio will be hosting a live radiothon from 3-5pm. Listeners can tune in via radio, by downloading the [iheartRadio app](#) for iOS and google play, or by [streaming live](#) on their devices.

**SPONSORS:** NKS Health Canada; Pioneer and the Hogarth family; Accessible Media Inc. (AMI), Mantella Corporation; Ellis Packaging Ltd; Susan Creasy Financial Inc; Sofina; Budget Propane Corp; Front Door PR; Zirkova Vodka; Chetty's Hot Sauce, Cayman Marshall International Realty Inc.; Stephen's Butcher Shop; Gordon Bay Marine; Royal Canadian Candles; Nature's Unity; Restore Pharmaceuticals, Soul Platters, Foodland; Canadian Tire.

**CELEBRITY EMCEE:** Joan Kelley Walker

**CELEBRITY HOST:** Rod Black

**MUSICIANS:** Mac Shepherd; Beverley Mahood; Shawn Brady Band; Dayna Reid; Will Heebes; Leah Daniels; and Al Rowe

CNIB will have party pontoons cruising the main Muskoka lakes for live and virtual visits with local celebrities, live entertainment, CNIB representatives, and exciting giveaways to support participating Muskoka docks with their fundraising.

Joan Kelley Walker, Canadian philanthropist and fashion entrepreneur, is returning as this year's CNIB 'Dock-to-Dock: Party with a Purpose' event emcee. Joan believes giving inspires giving and will be matching all event donations to a maximum of \$50,000.

For more information, to donate or to become an event sponsor of CNIB Lake Joe's Dock-to-Dock: Party with a Purpose event, please visit: [cnib.ca/docktodock](http://cnib.ca/docktodock)

To speak with one of the organizers or to profile the camp or its many programs, please contact:

Rania Walker, Media Relations at Front Door PR  
[Rania@FrontDoorPR.com](mailto:Rania@FrontDoorPR.com)  
416.258.8953

-30-

**About The CNIB Foundation:**

Founded in 1918, the CNIB Foundation is a non-profit organization driven to change what it is to be blind today. We deliver innovative programs and powerful advocacy

that empower people impacted by blindness to live their dreams and tear down barriers to inclusion. Our work as a blind foundation is powered by a network of volunteers, donors and partners from coast to coast to coast. To learn more or get involved, visit [cnib.ca](http://cnib.ca).

**About CNIB Lake Joe**

Founded in 1961, CNIB Lake Joe gives Canadians who are blind or partially sighted the unique opportunity to learn kayaking, fishing, basketball, cycling, sailing and a wide range of other offerings in a safe and inclusive environment. Campers build confidence, cultivate new relationships, and discover independence in a comfortable and mutually respectful community that understands the nuances and challenges of living with sight loss. Visit [cnib.ca/LakeJoe](http://cnib.ca/LakeJoe) to learn more.