

CNIB MAKES HISTORY RAISING ALMOST \$200,000 BY HOSTING CANADA'S LARGEST DOCK-TO-DOCK PARTY WITH A PURPOSE FUNDRAISER

More than 350 participants came together this past weekend to support CNIB Lake Joe in an unprecedented event.

FOR IMMEDIATE RELEASE--SEGUIN TOWNSHIP, ON—A *docking* good time was had by all on August 15 as more than 350 participants, including dock hosts, guests, sponsors, donors, and volunteers came together to support CNIB Lake Joe at the 4th annual Lake Joe FUNdraiser event, CNIB Muskoka: Dock-to-Dock: Party with a Purpose.

This year's CNIB Muskoka event was decidedly different as organizers planned for a reimagined gathering, one that allowed donors and friends to come together in a new way while maintaining social distancing - either virtually or in-person - by hosting their own *docktail* parties.

History was made as party-goers connected from across the country for Canada's largest synchronized, socially-distanced, Dock Party to help raise funds for bursaries and wish list items for CNIB Lake Joe, the only fully accessible camp in Canada dedicated to offering life-changing experiences to people living with sight loss or blindness.

Docks and donors participated by hosting in-person *docktail* parties from their cottages on the Muskoka lakes, or by joining the party virtually with gatherings and toasts from their homes, boats, back yards and even a runway, with docks registered from Comox, B.C. to Ottawa ON, to Cape Breton, Nova Scotia. Multiple *Party Pontoons* cruised the main Muskoka Lakes for live and virtual visits to registered Docks. Photos and videos of the event can be found in the Dock-to-Dock media gallery.

Guests were greeted by celebrity hosts, Joan Kelley Walker or Rod Black, along with live music by local musicians, including Beverly Mahood, Shawn Brady Band, Mac Sheppard, The Muskoka Girls, Al Rowe, Leah Daniels, Dayna Reid and Will Hebbes. Canadian philanthropist and fashion entrepreneur, Joan Kelley Walker, believes giving inspires giving, matching all event donations up to \$50,000.

CNIB is thrilled to announce that over \$190,000 was donated by Dock hosts and their guests who had the option of raising funds for bursaries for campers, or for items from the Lake Joe Wish list.

In addition to supporting camp bursaries to help more kids, adults and families come to CNIB Lake Joe, some of the new items the camp will be furnished within 2021 are:

- Beep Baseball Diamond Set
- New Rescue Boat for the camp
- Accessible Rock Climbing Wall
- Replacement Sail for Hobie Catamaran
- Inflatable Water Elements
- Frisbee Golf Set

Hoping to reach the \$200,000 mark, CNIB will be accepting donations until Monday, August 31st, 2020 via the text-to-donate option by texting "DOCK" 45678 to donate \$10 or by visiting cnib.ca/docktodock

CNIB Lake Joe also hosted a CNIBLakeJoe@Home virtual program on Saturday, August 15 during the event for campers, friends, families, and donors to tune in and join the Dock-to-Dock festivities from coast-to-coast. Camper Alicia Chenier attended the onsite Dock-to-Dock event kick-off to share how CNIB Lake Joe has shaped her life, built her confidence, independence and impacted her future path.

CNIB would like to thank their sponsors and partners: 104.1 The Dock radio, 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; SoulPlatters; Foodland; Regenerex; Canadian Tire.

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

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ABOUT CNIB:

Celebrating its centennial anniversary in 2018, CNIB is a non-profit organization driven to change what it is to be blind today. We deliver innovative programs and powerful advocacy to empower people impacted by blindness to live their dreams and tear down barriers to inclusion. Our work is powered by a network of volunteers, donors and partners from coast-to-coast-to-coast. Visit cnib.ca to learn more

ABOUT CNIB LAKE JOE

At CNIB Lake Joe, people living with sight loss and their families can enjoy the same summer pursuits as other Canadians: canoeing, campfires, kayaking, cycling, waterskiing, swimming, sailing and fishing. Plus, there's skills training, confidence building and support from a community that understands living with sight loss.

Since 1961, CNIB Lake Joe has been providing a unique blend of recreation and skills development in a safe, inclusive environment. Dedicated to providing enriching experiences for Canadians with sight loss, it's a one-of-a-kind camp in Canada. Located in the heart of Muskoka, CNIB Lake Joe is an accessible lakefront property that stretches over 12.5 acres on the northwest corner of beautiful Lake Joseph. CNIB Lake Joe is proud to be an accredited member of the [Ontario Camps Association](#) and an affiliated member of the [Lifesaving Society](#). Visit cnib.ca/LakeJoe to learn more.