

DOCK TO DOCK PARTY WITH PURPOSE

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

YOU'RE INVITED TO CANADA'S LARGEST *DOCK-TO-DOCK: PARTY WITH A PURPOSE* FUNDRAISER IN SUPPORT OF CNIB LAKE JOE

The Lake Joe Vision Team and Fundraising Committee invite all Canadians to join Canada's largest Synchronized, Socially-Distanced, Muskoka Dock Party on August 15th, 2020 from 3-6pm.

FOR IMMEDIATE RELEASE--SEGUIN TOWNSHIP, ON--Gather your closest friends, make your favourite *Docktail*, and get ready for a docking good time as we 'gather' together to help raise some funds at this year's socially-distanced, and virtual, CNIB Lake Joe **Dock-To-Dock: Party With A Purpose FUNdraiser**.

Having to forgo a large scale event due to COVID-19 concerns, Muskoka's *Party of the Year* will look a little different; instead of 700+ attendees gathering onsite at the CNIB Lake Joe camp, donors and guests are being invited to host their own micro-Dock Party for what will likely go down in the books as Muskoka's largest synchronized, socially-distanced, Dock Party.

Hosted by the Lake Joe Vision Team and fundraising committee, the fourth annual event will encourage people to host their own Dock Party wherever they may be - be that on their dock, their patio, their balcony, or their boat. The Dock-to-Dock theme **will be adhering to current COVID-19 restrictions**, while still creating an epic afternoon for them and their closest cottage revelers.

Participants are invited to register their dock online at cnib.ca/docktodock and tune into the radio station 104.1 The Dock, for a live Dock Party and Telethon from the safety and comfort of their own docks and homes on Saturday, August 15th from 3:00 to 5:00 p.m. 104.1 The Dock will not only be broadcasting but also live streaming across Canada on the iHeartRadio App, available on your smartphone or tablet.

CNIB Lake Joe is a one-of-a kind camp in Canada, offering a wide range of innovative programs to help participants develop new skills, build confidence, gain independence, and have fun within a community of people who understand them and celebrate their uniqueness," says Tara Oliphant, Manager of Philanthropy for CNIB. "CNIB Lake Joe's annual summer event is part of our ongoing efforts to connect with our friends and neighbours on the lake, our community partners, and local businesses. Without the support of this event, CNIB would not be able to offer best-in-class services for campers and their families who want to experience activities so many of us take for granted."

The first 50 Dock Hosts who commit to a Fundraising Goal of \$1000 or more will receive a specially curated “Dock Box” with goodies to help elevate their event. Each ‘Dock’ will be asked to pledge a fundraising goal or raise funds towards a *WISH LIST* item that will be recognized with an engraved placard featuring their Dock or Group. Those who wish to join in on the fun without hosting a party can take part in the live telethon which will also form a listener group whose overall donation will be recognized on site at the camp.

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

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

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

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-30 -

ABOUT CNIB:

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

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 to learn more.