



MEDIA ADVISORY: 2011 WORLD DRAGON BOAT CUP ARRIVES IN TAMPA BAY

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FOR IMMEDIATE RELEASE
December 16, 2010

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TAMPA, FL – The International Dragon Boat Federation (IDBF) Nations Cup has arrived in Tampa! This gold-plated cup will be awarded to the winner of the 10th IDBF World Dragon Boat Racing Championship, taking place in Tampa Bay, summer 2011.

The action takes place from Aug. 1-7, 2011 in downtown Tampa. It has been nearly a decade since the United States has hosted the World Championships.

“To have Tampa Bay as the host city is truly an honor, and the arrival of the cup symbolically kicks off the countdown to the 2011 championships,” said Kevin Burns, championship director of the 2011 IDBF World Dragon Boat Racing Championships. “Tampa’s vibrant history, culture and entertainment make it the perfect destination for international guests.”

The IDBF Championship will take place on the Seddon Channel in downtown Tampa. Tampa is no stranger to dragon boat racing. It has served as the location for the annual Tampa Bay International Dragon Boat Races since 2004 and with the help of the Tampa Bay Dragon Boat Institute has become one of the most successful dragon boat cities in North America.

For more information about the 2011 IDBF World Dragon Boat Racing Championships, visit <http://tampa2011.idbfworldchamps.com>.

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<p>Tampa Bay & Company is an independent, non-profit membership organization created to attract and serve visitors to Tampa Bay in an effort to create “Economic Development Through Tourism.” Tampa Bay & Company is funded, in part, by the Hillsborough County Board of County Commissioners/Tourist Development Council.</p>
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