

IMD paddles against cancer in Dragon Boat race fundraiser

L'ABBAYE, SWITZERLAND: IMD teamwork, networking with clients and fun in the sun - all these ingredients and more were on display as two IMD sponsored teams took part in the Paddle for Cancer DragonBoat Festival yesterday in L'Abbaye, Switzerland.



The fundraising event organised by ESCA, the English Speaking Cancer Association, involved the IMD sponsorship of dragon boats and amateur dragon boat paddling teams.

John Evans, IMD's Customer Experience Manager, and Kathy Schwarz, the leader of IMD's Faculty Assistant and Program Coordinators group, were the captains and team drummers of the two respective teams. As the team captains banged their drums, the 16 IMD team members in each boat paddled their way through the Lac de Joux waters.

The IMD "Must-Win-Paddlers" team came in 24th with a time of 2'02". The IMDelighted team scored 16th in the corporate category, with a great 1'56" time in their last race.

"Though our race times weren't always what we had hoped for, we showed the other 49 teams and spectators the spirit of IMD - and we had fun," stated IMD executive director Jim Pulcrano. "Not only is our participation in the Dragon Boat Festival beneficial for networking both internally and with some of our clients, but it also does tremendous good for the community, providing much-needed support to those suffering from cancer."

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