



For Immediate Release

Lexus Helps Yee Hong Seniors Exciting New Grand Prize Announced for the 2007 Dragon Ball Raffle

OCTOBER 27, 2006 (TORONTO) - The 2007 Dragon Ball Raffle was launched today, with the very exciting announcement that this year's grand prize is a 2007 Lexus IS 250 RWD Sports Sedan generously donated by Lexus. The Dragon Ball, now in its 18th year, is one of Toronto's premier fund-raising events in support of the Yee Hong Community Wellness Foundation, which aims to provide a number of services for seniors at different stages of their lives. This assistance ranges from community-based services for the healthy and independent to long-term care.

"Lexus is pleased to help the Chinese community in the Greater Toronto Area by supporting this very worthwhile cause," said Kenji Tomikawa, President and CEO of Toyota Canada Inc. "We have many loyal customers from this community who drive Lexus vehicles, and this is an excellent way to thank them for their continued support."

Other luxury prizes announced today include: a 2nd prize for a luxurious Hong Kong Tour Package valued at \$9,000 donated by Tour East Holidays and Air Canada; a 3rd prize for a Western Caribbean Cruise valued at \$3,000 donated by Cruise Holidays Bayview Hill and Unionville; and a 4th prize for a Freshwater Pearl Necklace valued at \$975 donated by Birks.

Yee Hong depends on a committed army of volunteers who brave cold winters and long days to help sell the 16,225 raffle tickets for this year's Dragon Ball. The winner will be drawn at the annual signature fundraising gala which will be held on February 17, 2007.

All four exciting raffle prizes have been kindly donated to ensure that every dollar raised from the ticket sales goes to senior services and programs. These funds will be used to continue helping seniors get the program and services that ensure they can live their lives to the fullest, no matter what stage in life.

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