



Yee Hong Community Wellness Foundation

頤康基金會

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January 25, 2007

NEWS RELEASE

2007 Ellen's · Yee Hong · Chinese New Year Delicacies Charity Sale

(SCARBOROUGH) Today, Yee Hong seniors sampled some tasty and healthy Chinese New Year delicacies, which will be sold to raise money for much-needed seniors' services. Ellen Pun, Group President of Ellen's Food Group Inc., a staunch supporter of Yee Hong, announced today that her company would donate 100% of all proceeds from sales of Chinese New Year delicacies to the Yee Hong Community Wellness Foundation. "As we remember our ancestors and elders for the New Year, we have created a line of New Year delicacies for sale to the public so that we can help raise up to \$150,000 for seniors at the Yee Hong Centre for Geriatric Care," said Ellen Pun.

"Chinese New Year is the most significant festival for the Chinese people. In the past, I have spent a lot of time to prepare a variety of delicacies during the Chinese New Year period. Now I am old and unable to prepare food for my grandchildren and children anymore, Ellen's Food Group is now preparing these foods for us so that we can enjoy the reunion with families and friends," said Ms. Won, resident of Garden Terrace.

"Ellen's Food Group Inc. is not only an example of a great success story, but also a socially-minded business that stands as a role model to other corporations for its consistent and generous contributions to charity," said Dr. Joseph Wong, Chair of the Yee Hong Community Wellness Foundation.

The Chinese New Year delicacies line includes Chinese Turnip Pudding, Taro Pudding, Chinese New Year Pudding, Water Chestnut Pudding, Vegetarian Pudding, Chinese New Year Coconut Pudding, Deep Fried Savoury Triangles and Deep Fried Sesame Balls, which were launched today at the Yee Hong Centre – Scarborough Finch for this special Lunar Year charity fundraiser. Gift certificates at \$10 each are available for sale from January 29 to February 14, 2007. Food will be available for sale and pick-up from February 9 to 18, 2007 at Scarborough Town Centre, Pacific Mall, Ellen's Food Group Retail Stores and Yee Hong Centres. Gift certificates are also available for sale from February 16 to 18, 2007 at Markville Shopping Centre.

Ellen's Food Group Inc. has been supporting Yee Hong Centres for many years. Chinese people have a tradition of eating desserts and sweet cakes during the Chinese New Year period. However, many seniors must watch their sugar intake due to the health issues. Therefore, Ellen's Food Group started to prepare desserts with no sugar added so that the seniors can enjoy the sweetness of the season and preserve their tradition.

Established in October 1994, the Yee Hong Centre for Geriatric Care is a non-profit, charitable organization that provides quality services and programs for seniors. Currently, with all four centres fully operational, Yee Hong continues to provide culturally sensitive care and services to seniors in the Chinese, South Asian, Japanese, Filipino, Vietnamese and Portuguese communities. The Yee Hong Community Wellness Foundation raises necessary funds to cover the operation expenses of all services and programs of the Yee Hong Centre for Geriatric Care.

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