



For Immediate Release

Rabbit Chases Tiger at Dragon Ball 2011

Purdy Crawford, Farsad Kiani and John Tory pledge support for Yee Hong's annual fundraising gala

TORONTO (December 6, 2010) – The annual Dragon Ball, one of the largest Chinese New Year celebrations in North America, was officially launched this evening at the BMO Financial Group headquarters with much fanfare. Consistently rated as one of the top galas in Toronto, details of the 22nd edition, to be held **on Saturday, January 29, 2011 at the Metro Toronto Convention Centre**, were revealed.

“Our volunteers are committed to create an exotic experience that only the Dragon Ball can present,” said Randy VanDerStarren, the gala’s co-chair and a member of the Yee Hong Foundation Board of Directors. “For one night, the slush and cold of January will be forgotten.”

Celebrating the arrival of the Year of the Rabbit, the 2011 Dragon Ball is expected to attract 1,200 patrons. Food will once again be a key feature of the event, starting with the grand reception, a specially designed four-course dinner, followed by the midnight buffet. The patrons will also be dazzled by stunning décor, fantastic entertainment and precious auction items.

Through corporate sponsorships, gala and raffle ticket sales, live and silent auctions at the gala, the organizing committee aims to raise \$1 million for programs and services at Yee Hong Centre for Geriatric Care.

“A successful Dragon Ball is not only critical for sustaining our exemplary care,” Dr. Joseph Wong, Founder and Chair of Yee Hong Foundation, explained, “the funds raised will also enable Yee Hong to expand its programs and reach out to those who live in the community.”

With 805 long-term care beds in four centres across the GTA, Yee Hong is Ontario’s largest not-for-profit long-term care provider. Yet, more than 2,500 remain on the waiting list, with an average wait time from 4 to 8 years. In order to accommodate the ever-growing needs, Yee Hong continues to expand its community based programs. 15,000 seniors and their families living in Toronto, York and Peel Regions are currently being served by Yee Hong.

“When I toured Yee Hong earlier this year, I was amazed by the quality of life of the Yee Hong seniors. The cleanliness, the vibrancy, and most importantly, the dignified care, every senior deserves this same level of care,” said Farsad Kiani, one of the gala’s three honorary chairs along with Purdy Crawford and John Tory.



Honorary Chairs
Purdy Crawford
Farsad Kiani
John Tory

Co-Chairs
Randy VanDerStarren
Dr. Joseph Y. K. Wong

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As a Yee Hong Governor for more than a decade, Mr. Crawford has seen the growth of Yee Hong, from one centre to four, and extending its long-term care services to other ethnic communities. "I'm truly proud to be associated with this organization," said Purdy Crawford. "Under the leadership of Dr. Joseph Wong, Yee Hong has relentlessly looked for more ways to meet the community's needs. And time and time again, he has delivered on his promise."

Share Your Good Fortune is the theme of the upcoming Dragon Ball. Corporations and individuals can participate in this fantastic New Year celebration while supporting an important cause by being a sponsor, or simply buying a gala or a raffle ticket. Gala tickets are \$5,500 for patron tables and \$4,000 for regular tables. Raffle tickets are \$20 each and the grand prize is a brand new Lexus CT 200h. For ticket information, please contact Yee Hong Foundation at 416.321.0777 or visit www.yeehongdragonball.org.

"Having attended several Dragon Balls, I can assure you this is a fabulous event," said John Tory, who also served as the honorary chair for the 2003 gala. "By supporting Yee Hong, you're not only contributing to the lives of so many seniors across the GTA, you're also supporting the ideal that seniors deserve to live life to the fullest, even in their golden years."

About Yee Hong

Yee Hong is a caring community where seniors enjoy a continuum of culturally and linguistically appropriate care. With a client-centered and personalized approach, Yee Hong is currently serving 15,000 seniors and their families across the GTA. The current waiting list for our long-term care beds has surpassed 2,500, the longest in Ontario. While the care needs of our residents are 9% higher, key quality indicators such as skin breakdown and mortality rates are far below industry averages. In order to sustain our level of care delivery and many community based programs, Yee Hong Community Wellness Foundation needs to raise \$2.5 million each year.

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Media Contact:

Henry Chiu

Yee Hong Community Wellness Foundation

O: 416.321.0777 x1806 / M: 416.888.8802 / E: henry.chiu@yeehong.com

Harriet Lee

Focus Communications Inc.

O: 905.305.0308 x212 / M: 647.988.9186 / E: focus.pr@focuscomms.com