



FOR IMMEDIATE RELEASE

Lucky Rabbit Brings Lexus Luxury to 2011 Dragon Ball

TORONTO, November 19, 2010 – Organized by Yee Hong Community Wellness Foundation, the 22nd annual Dragon Ball, North America’s largest Chinese New Year celebration, will be held at the Metro Toronto Convention Centre on January 29th, four days before the arrival of the Year of the Rabbit. Dragon Ball organizers announced the prizes for the gala’s grand raffle at Lexus Canada’s headquarters today.

“We are delighted to offer five wonderful prizes this year, including a brand new Lexus CT 200h, a luxurious, all-new premium compact hybrid,” says Dr. Joseph Wong, Founder and Chair of Yee Hong Foundation, who is also co-chairing the gala. “Every dollar raised from the raffle will help support programs and services at Yee Hong.”

Lexus Canada has been participating in the Dragon Ball since 2007. This year, four dealerships – Don Valley North Lexus, Lexus on the Park, Erin Park Lexus and Lexus of Richmond Hill – have joined forces for this charitable partnership. The CT 200h is a sporty and highly efficient vehicle that will arrive in the Canadian market in early 2011.

“Lexus is committed to the pursuit of perfection, not only by offering advanced, luxury vehicles - but also by providing the highest levels of guest service and care, something that can also be said for Yee Hong’s good work in the community,” Larry Hutchinson, Director of Lexus Canada, explains. “Lexus Canada and our dealers are proud to support the Dragon Ball, knowing the proceeds will benefit thousands of seniors across the GTA.”

Other grand raffle prizes include a 7-night Caribbean cruise package for two courtesy of Tour East Holidays and Air Canada; a 18K white gold and south sea pearl brooch/enhancer pendant; a 18K white gold and jade butterfly with 7 round diamonds brooch/pendant; and a painting by renowned artist Doris Pontieri.

In total, 13,918 raffle tickets are available and will go on sale immediately. Tickets will be sold at Yee Hong Community Wellness Foundation (60 Scottfield Drive, Scarborough) and at the following locations:

Market Village: November 20-21, December 11-12, January 8-9

Pacific Mall: December 11-12, January 2

First Markham Place: November 27-28, December 11-12, 18-19, 26, January 15-16

Splendid China: December 4-5, 11-12, January 22-23



Honorary Chairs
Purdy Crawford
Farsad Kiani
John Tory

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

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“We are grateful for the wonderful corporate support from partners like Lexus Dealers and Tour East. Their generous contributions enable us to raise the necessary funds and serve 15,000 seniors and their families. The Dragon Ball raffle is not only a great way to support a worthy cause, it also makes an ideal stocking stuffer. I encourage everyone to buy one, better yet, buy two!” Randy VanDerStarren, a Director of Yee Hong Foundation and the gala’s co-chair, remarks.

For information about Yee Hong and the Dragon Ball, please call 416.321.0777 or visit www.yeehongdragonball.org.

About Yee Hong

Yee Hong is Ontario’s largest non-profit long-term care provider. We serve 15,000 seniors and their families across the GTA each year. Our waiting list is Ontario’s longest with over 2500 people in line with a current wait of seven years. Our fundamental belief is that all seniors should have access to the quality of care they deserve, the quality they have earned. That quality includes cultural and spiritual aspects alongside the physical. Currently many of our community based programs, especially for those who are on our various waiting lists, are unfunded and require Yee Hong’s own resources.

About Lexus Canada

Lexus in Canada is the exclusive Canadian distributor of Lexus luxury cars and sport utility vehicles through a sales and service network of 34 dealers across Canada. Delivering more perfect moments of advanced motoring, the best-selling Lexus RX 350 SUV – fusing intuitive technology and L-finesse luxury – is built for the North American market in Cambridge, Ontario, the first and only Lexus manufacturing facility located outside of Japan. For more information about Lexus products, and Lexus’ pursuit of perfection, visit www.media.lexus.ca.



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