



News Release

For Immediate Release

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Grandma Josephine Choo-Kang, 103, shares time-honoured traditions

(TORONTO) – Today, the 2008 Dragon Ball was officially launched with Grandma (*Popo*) Ms. Josephine Choo-Kang, 103 years young, sharing her cultural heritage with her great-granddaughter and others, including the corporate sponsors who help make Yee Hong's signature fundraiser gala a huge success.

In front of a beautiful red backdrop of a traditional paper cutting, Chinese tea was served and red pocket money distributed – all traditions practiced for centuries during Chinese New Year.

Dr. Joseph Wong, Founder of the Yee Hong Centre and Chair said, "Today, we have seen time-honoured traditions enacted that are practiced around the world. A big part of our Chinese tradition is filial piety. Devotion to our elders is a virtue that is nourished and passed down to the next generation. The sponsors here today are Yee Hong's corporate partners who help us deliver excellent services to our seniors. What greater blessing and privilege is there than to be able to give?"

Ellen's Food Group Inc was announced as the **Corporate Community Champion** for their years of support and the great impact **Ellen's** has made in the community; and, **Mr. Tony Comper** as the recipient of the **Golden Achievement Award** for his contributions to Yee Hong and decades of charity work.

Ms. Ellen Pun, the Honorary Chair for the 2008 Dragon Ball said, "Food is an important part of Chinese culture. As Ellen's Food Group Inc is a long-time supporter of Yee Hong, we are delighted to be the Presenting Sponsor at this year's Dragon Ball." Ms. Sara Ching, Organizing Committee Co-Chair, Dragon Ball 2008, announced this year's fundraising goal is over \$1 million. "Yee Hong Centre is an essential part of the community in Toronto. Whether you participate as a guest, a sponsor, or buy raffle tickets, you have contributed to making the many services of Yee Hong available to seniors in need."

The 2008 Dragon Ball Gala will take place on February 9, 2008 during Chinese New Year at the Metro Toronto Convention Centre. In its 19th year, the gala boasts a guest list of 1,500 patrons that includes distinguished celebrities, corporate leaders, and various community dignitaries. Raising more than \$15 million over the years, it helps fund much needed culturally appropriate care and services for seniors of different backgrounds and at various stages of their lives. Please see www.yeehong.com for more information.

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Yee Hong Community Wellness Foundation

