



Press Release
For Immediate Release

Bridlewood Mall observes Chinese tradition while supporting Yee Hong

(Scarborough, June 11, 2010) To commemorate the Dragon Boat Festival, which coincidentally falls on our national Seniors' Month of June, Bridlewood Mall is holding a weekend-long charity sale, including rice dumpling (Zongzi). The entire proceeds will support Yee Hong Community Wellness Foundation.

“Delicious rice dumpling and family activities are mainstay of the Dragon Boat Festival,” says Paula Weisz, Director of Promotions, Bridlewood Mall. “We want to bring a little bit of Chinese culture and the spirit of giving to the mall this weekend. For \$10, you will receive an eco-bag full of goodies from our tenants and four rice dumplings.”

According to the Chinese lunar calendar, the fifth day of the fifth month is the date to celebrate Dragon Boat Festival. As one of the three major festivals, along with Chinese New Year and Mid-autumn Festival, the Dragon Boat Festival features “Zongzi”, a traditional rice dumpling, sticky rice wrapped in bamboo leaves.

“Our ability to provide compassionate care for 15,000 seniors and their families requires a great deal of community support. On the occasion of this important festival, we are delighted to be the beneficiary of the Bridlewood Mall charity sale.” says Helen Lu, a Director of Yee Hong Foundation. “This is not only a great fundraising initiative, it also provides a great forum to bring senior care to the forefront during Seniors' Month.”

This charity sale is sponsored by The Community News and Ming Pao Daily. It will be held this weekend on June 11 (5-8pm), June 12 (11am-4pm) and June 13 (1-4pm). Other activities include egg painting and sidewalk sale.

About Yee Hong

Yee Hong is a caring community where seniors enjoy a continuum of culturally and linguistically appropriate care. With a client-centred and personalized approach, Yee Hong is currently serving 15,000 seniors and their families across the GTA. Currently the waiting list for our 805 long-term care beds has surpassed 2,400, the longest in Ontario. In order to sustain our level of care delivery and many community based programs, Yee Hong Community Wellness Foundation needs to raise fund each year to support the centre operation.

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