



**Yee Hong Community  
Wellness Foundation**

頤康基金會

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## FOR IMMEDIATE RELEASE

### *Raise Fund for Yee Hong Seniors by Participating in Tea Brewing Competition*

(Toronto, July 6, 2010) To promote the uniqueness of Hong Kong style milk tea culture, Association of Coffee and Tea in Hong Kong is co-organizing with Hong Kong Trade and Development Council and Kampery Development Ltd. to hold the first International KamCha Competition 2010 (HK Style Milk Tea) in Toronto. The competition will be held on Sunday August 1, 2010 at First Markham Place. Contestants from Toronto restaurants or the community will compete for the title of King of Kam Cha. All proceeds go to Yee Hong Community Wellness Foundation.

“Hong Kong style Milk Tea is Hong Kong people’s favorite beverage and Cha Chan Tan (Hong Kong Style Tea Restaurants) is part of the Hong Kong food culture,” said Simon Kwan, Vice-Chairman, North American Region of Association of Coffee and Tea of Hong Kong. “Last year, Hong Kong imported 9,000 tons of tea leaves which brewed 900 million cups of milk tea. I expect the number will increase to almost 1 billion cups of milk tea in 2010. I am delighted that the best tea brewing experts in Toronto will gather to compete for the title, so that people from the diverse communities can taste the authentic Hong Kong style milk tea here.”

Enrollment for the International KamCha Competition 2010 (Hong Kong Style Milk Tea) North America Region (Toronto) has now begun. The winner of the competition will be awarded with a round-trip flight ticket to represent Toronto in the Final Competition in Hong Kong on August 14 with other winners from Sydney, Beijing, Shanghai, Hong Kong, Shenzhen and Macau.

“Yee Hong takes pride to be part of this event,” said Pauline Tong, President of Yee Hong Foundation. “Most important of all, all the proceeds will support Yee Hong to maintain and expand our long-term care and geriatric services in the community. Every contestant is required to raise \$100 in donation as part of the application. I urge you to support this event for a worthy cause.”

On the competition day, those who purchase a milk tea mug imprinted with logos of Kam Cha, Mocaroma and Yee Hong, will have a chance to try the Hong Kong milk tea brewed by the winner. Each mug will go on sale for \$20 only. The winner will visit various restaurants in the Greater Toronto Area for tea-brewing demonstration after returning from the final competition in Hong Kong. Mug-holders are welcomed to use their mugs to buy the tea.

All participants over 18 are eligible to enter the competition. Each participant will be provided 5 tea bag samples for practices. The registration deadline is Wednesday, July 21. Application form is now available at Yee Hong Community Wellness Foundation office at 60 Scottfield Drive, Scarborough or the website at [www.yeehong.com](http://www.yeehong.com). For details and enquiries, please contact (416) 321 0777 ext.1842.





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International KamCha Competition 2010 (HK Style Milk Tea) in North America Region – Toronto is co-organized by Association of Coffee & Tea, Hong Kong Trade and Development Council, sponsored by Kampery Development Ltd, Mocaroma (Canada) Ltd, Cathay Pacific, One Dish Magazine, Ming Pao Daily News, fully supported by Hong Kong Tourism Board with special thanks to First Markham Place. Yee Hong Community Wellness Foundation is the beneficiary charity.

### **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. 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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