



DRAGON BALL 2022



NEWS RELEASE

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(For immediate release)

Yee Hong Dragon Ball 2022 Raising Funds for Capital Campaign

TORONTO, ON – The 33rd annual Dragon Ball, the flagship fundraising gala of Yee Hong Community Wellness Foundation, will be presented exclusively via livestream on Saturday, February 5 (the 5th day of Chinese New Year) in support of senior care at the four Yee Hong centres and the construction of three new long-term care homes.

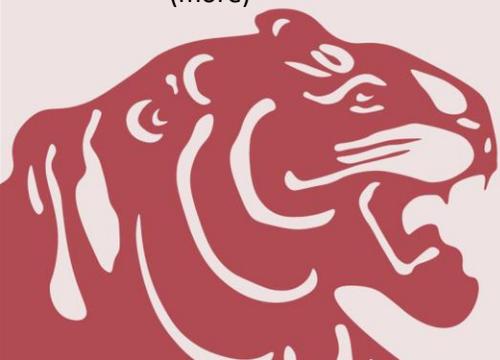
The Dragon Ball is one of Toronto’s premier gala events and the largest fundraising gala in North America that celebrates Chinese New Year and the philanthropic spirit. Over the years, it has gathered a sizeable audience and gradually become one of the most anticipated events of the year with over 1,000 patrons.

Due to the COVID-19 pandemic, Yee Hong hosted its first-ever virtual Dragon Ball gala last year which reached over 30,000 viewers on multiple platforms. Inspired by this success, Dragon Ball 2022 will similarly feature an online show to share the celebration of Chinese New Year with the Yee Hong community around the world.

Dr. Joseph Wong, Yee Hong Founder and Foundation Chair, said, “While we ride the ups and downs of every wave of the pandemic, Yee Hong has kept the situation well under control. In these unusual times, we see an ever-increasing demand of quality elderly care as provided by Yee Hong.”

“Dragon Ball is the most important fundraising event for Yee Hong, bringing much-needed funds to maintain and expand our services. Also, we will signal a new chapter for Yee Hong at Dragon Ball this year, to depict our energy, action and diversity,” Dr. Wong added.

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DRAGON BALL 2022



Canada's rapidly aging population has resulted in a rising need for culturally-appropriate senior care. With wait times as long as 10 years, there are currently over 40,000 seniors waiting for a long-term care bed at Yee Hong. To address this urgent demand, Yee Hong is announcing the launch of its "Love Gives" capital campaign to support the construction of three additional long-term care centres that will add 800 new licensed beds to the facility, effectively doubling capacity. The campaign's initial goal is to raise \$80 million as the equity stake necessary to kick-start construction.

Stephen Siu, President of Yee Hong Foundation, said, "We want to make use of Dragon Ball 2022 to launch our massive Love Gives Capital Campaign. \$80 million is the largest fundraising goal in the history of Canada's Chinese community. It will be a monumental task but the reward will be tremendously fulfilling. While the fundraising environment is becoming increasingly difficult, we must accept this challenge."

With Dragon Ball's prominence in the community, this year's virtual gala has gathered strong support from corporate sponsors and individual donors. The event is expected to attract a wide range of attendees across Canada and worldwide through multiple streaming platforms.

Apart from Yee Hong Foundation's social media channels (@yeehongfoundation on Facebook and Youtube), the streaming platform iQIYI, known as the Chinese Netflix with millions of subscribers worldwide, will also livestream the gala on February 5, starting at 8pm. In addition, OMNI West, OMNI East and OMNI Prairies will broadcast a 90-minute condensed version in mid-February.

This year's virtual Dragon Ball will showcase a diverse range of talents, including a highly anticipated performance by Hong Kong Chinese Orchestra entitled "Dragon & Phoenix". Described as a "thousand shades of purple and red announcing the arrival of Spring", it is sure to be a visually and aurally stunning display of light, music, and dance.

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DRAGON BALL 2022



Other featured performances include traditional drumming by First Nations drummers from Kenora; an endearing cooking demonstration by Chinatown chef Ken Yau and his mother; and a traditional Hong Kong “Cheung Sam (qipao)” dance by DanceDNA, the pioneers of Yee Hong’s “I Can Dance” dance therapy program for Parkinson’s patients. There will also be a preview of the upcoming “My Mulan” drama.

The gala will be hosted by Nicole Servinis, TV producer and former host of Breakfast TV, and Winston Sih, digital journalist and technology expert for the nationally acclaimed TV show, Cityline.

The virtual gala is open to the general public, but for the full experience, VIP tickets are available for \$600. Each ticket includes a \$400 tax receipt and a \$200 culinary coupon for dinner at ATO Japanese Restaurant, Crown Jewel Fine Dining or New Century Palace, or a take-home seafood package from Seamax, as well as a limited-edition gift box filled with Chinese New Year goodies and a bottle of ice wine.

To replicate the traditional Dragon Ball experience, Yee Hong will launch a special online auction portal at www.DragonBallAuction.com where donated items will be available with discounted starting bids.

The 33rd Dragon Ball is sponsored by TD Ready Commitment, Hong Kong Economic and Trade Office (Toronto), MediSystem, Hanson Canada, BMO, Tridel, and HSBC. Other major sponsors include RBC, Air Canada, Desjardins, FOTILE (Canada), Kylemore, Scotiabank, AI Financial, Kenny Wan Chartered Accountant, Ocean Packers, and many more. Media partners consist of 680 NEWS, OMNI Television, Classical 96.3 FM, Zoomer Radio, and Sing Tao Media Group (Canada).

To purchase tickets or watch the virtual program, please visit www.YeeHongDragonBall.org.

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 頤康 YEE HONG COMMUNITY WELLNESS FOUNDATION



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