

MEDIA ADVISORY  
FOR IMMEDIATE RELEASE  
JANUARY 4, 2012

## **2012 Bridge to S.U.C.C.E.S.S. Gala is Coming on February 25**

**Vancouver, BC** – S.U.C.C.E.S.S. Foundation's signature fundraising event, Bridge to S.U.C.C.E.S.S. Gala, returns to The Westin Bayshore, Vancouver on Saturday, February 25, 2012. Considered to be one of the premier charitable social events in Metro Vancouver, the festivities will include a VIP reception, silent and live auction of exclusive items donated by local businesses, and a sumptuous banquet followed by performances from The Goh Ballet, and Keeva Mak, one of Hong Kong's rising recording artists.

The Foundation hopes to raise \$500,000 from the Gala in support of S.U.C.C.E.S.S., one of the leading and most comprehensive social service agencies in British Vancouver. The funds are earmarked for essential S.U.C.C.E.S.S. programs and services that lack sufficient government funding, particularly those pertaining to seniors, youths, women and families.

The theme of Bridge to S.U.C.C.E.S.S. Gala champions the achievements and contributions of immigrants in British Columbia. The 2012 honoree is Mr. Choo Chiat Goh, who co-founded Goh Ballet Academy in Vancouver with his wife, Lin Yee Goh. Story of his rise from immigrant to entrepreneur will be focused at the Gala.

The Goh Ballet, now under the direction of Chan Hon Goh, former Prima Ballerina of the National Ballet of Canada, is renowned around the globe as an ambassador for Canadian dance and arts culture.

Keeva Mak developed her passion for music at an early age. In 2008, after completing her college education in Vancouver, Keeva returned to Hong Kong, where she was born, to pursue her ambition of becoming a recording artist. With her self-titled debut album receiving rave reviews in 2009, Keeva is now a major artist under an international record label.

### **Kick-off Press Conference for 2012 Bridge to S.U.C.C.E.S.S. Gala**

**Date:** Friday, January 6, 2012  
**Time:** 11:00 am – 12:00 pm  
**Venue:** Choi Hall  
S.U.C.C.E.S.S. Social Service Centre -  
Dr. Dorothy Lam Building  
28 West Pender Street, Vancouver, BC

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