



FOR IMMEDIATE RELEASE
MAY 13, 2011

S.U.C.C.E.S.S. Dragon returns to Stanley Park on July 17

VANCOUVER, BC – Sing Lim Yeo and Julie Liu, Co-Chairs of 2011 S.U.C.C.E.S.S. Walk with the Dragon, officially announced the return of the annual Walk, along with the S.U.C.C.E.S.S. Dragon, to Lumbermen’s Arch, Stanley Park on Sunday, July 17, 2011.

Organized by S.U.C.C.E.S.S. Foundation, Walk with the Dragon is one of the premier fundraisers held in Vancouver’s scenic Stanley Park. Every July the colourful S.U.C.C.E.S.S. Dragon would lead over 13,000 participants on a 7-km panoramic walk along the Stanley Park seawall to raise funds in support of S.U.C.C.E.S.S. programs and services for those in need in the community that are under-funded or unfunded by the government.

“This year, we are celebrating the 26th annual Walk with the Dragon in Stanly Park,” said Maggie Ip, Chair of S.U.C.C.E.S.S. Foundation. “While we pay tributes to traditions, we are also excited to incorporate innovations and new ideas to our famous fundraising event.”

“Our fundraising target this year is \$430,000. Proceeds will allow S.U.C.C.E.S.S. to continue to provide programs that are critical to those in need in the Metro Vancouver communities particularly seniors, women, youths and families; and to establish opportune services to quench new challenges faced by the communities,” said Sing and Julie.

In 2009-2010, S.U.C.C.E.S.S. provided over 180,000 client-services in the Metro Vancouver communities. Approximately 70% of the S.U.C.C.E.S.S. annual operating budget derives from various levels of government funding and the remaining 30% relies on the Foundation’s annual fundraising events, such as the Bridge to S.U.C.C.E.S.S. Gala, Walk with the Dragon, and Charity Golf Tournament; and S.U.C.C.E.S.S. program revenue and donations.

Mr. Francis Chang, Board Treasurer of the United Way of the Lower Mainland thanked S.U.C.C.E.S.S. for the longstanding partnership it has with the United Way of the Lower Mainland, and commended S.U.C.C.E.S.S. for its commitment to serving diverse communities in Vancouver.

In their remarks, Starting Line Sponsor, BMO Bank of Montreal; Water Stations Sponsor, Vancity; and Official Airline Sponsor, Air Canada, urged the community to follow their lead and support the Walk by making donations, collecting pledges or joining the event on July 17.

Official Walk with the Dragon T-shirts will be given as incentives to those who collected pledges of \$100 or more. For \$300 or more, they will receive a Walk 2011 limited edition plush toy. For every \$1,000 raised, participants will be entered into the Walk with the Dragon Super Lucky Draw for a chance to win a pair of airline tickets from Vancouver to anyone of Air Canada’s North America destinations, sponsored by Air Canada.

This year, making its debut on the Walk 2011 website: www.successfoundation.ca/walk2011/ is the Walk 2011 Kudos Honour Roll. Donors who make a donation or pledge of \$1,000 or more in one single transaction will have their names included on this elite honour roll.

Because of YOU, WE can..... Making a pledge or donating to the Walk is a simple process that can be done at www.successfoundation.ca/walk2011/. Pledge forms are also available at all S.U.C.C.E.S.S. offices and selected branches of major financial institutions, including BMO Bank of Montreal, CIBC, HSBC Bank Canada, RBC Royal Bank, Scotiabank, TD Canada Trust and Vancity.

The perennial Walk with the Dragon charity toy sale is a prelude to the annual event. This year a delightful menagerie of stuffed animals can be seen on weekends from May 14 to July 3 at various malls in Metro Vancouver. They are priced affordably at \$5 to \$25. For more details, please visit www.successfoundation.ca or contact S.U.C.C.E.S.S. Foundation at 604-408-7228.

S.U.C.C.E.S.S. Foundation, incorporated in December 2001, is a charitable foundation responsible for raising funds for S.U.C.C.E.S.S. and its affiliated organizations to support their mandates for the betterment of the community. For more details, please visit: www.successfoundation.ca.

**Your support gives
Youths a chance to make a difference in the future,
Seniors a sense of belonging and love,
Women a sense of accomplishment and independence,
Families a sense of happiness and support.**

-30-

Contacts:

Tony Moy
Director of Resource Development
S.U.C.C.E.S.S. Foundation
Tel: 604-408-7232
E-mail: tony@success.bc.ca

Eileen Lao
Public Affairs Manager
S.U.C.C.E.S.S.
Tel: 604-408-7243
E-mail: eileen.lao@success.bc.ca