



MEDIA ADVISORY
FOR IMMEDIATE RELEASE
MAY 10, 2011

2011 Walk with the Dragon to Kick-off on May 13

Vancouver, BC – The arrival of spring marks a time of new growth, and a chance for reinvigoration! The S.U.C.C.E.S.S. Foundation is pleased to announce the return of S.U.C.C.E.S.S. Walk with the Dragon to Lumbermen's Arch, Stanley Park on Sunday, July 17, 2011.

Kick-off Press Conference for 2011 S.U.C.C.E.S.S. Walk with the Dragon

Date: Friday, May 13, 2011
Time: 11:00 a.m.
Place: Choi Hall
S.U.C.C.E.S.S. Social Service Centre -
Dr. Dorothy Lam Building
28 West Pender Street, Vancouver

The annual S.U.C.C.E.S.S. Walk with the Dragon is one of the premier fundraising events held in Vancouver's scenic Stanley Park. Each July the colourful S.U.C.C.E.S.S. Dragon leads over 13,000 participants for a 7-km panoramic walk along the Stanley Park seawall to raise funds for S.U.C.C.E.S.S.

The Foundation aspires to raise **\$430,000** from Walk 2011 to support important S.U.C.C.E.S.S. programs that are critical to those in need in the communities particularly seniors, women, youths and families, and to establish opportune services to quench new challenges faced by the communities.

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