

FOR IMMEDIATE RELEASE
JULY 17, 2011

S.U.C.C.E.S.S. Walk with the Dragon Surpasses Its Goal by Raising Close to \$450K

Vancouver, BC – On Sunday, July 17, 2011, the 26th Annual Walk with the Dragon hosted by S.U.C.C.E.S.S. Foundation was successfully held at Lumbermen’s Arch, Stanley Park. Joined by the Hon. Christy Clark, Premier of British Columbia, over 13,000 community caring individuals enjoyed a fun-filled day in support of a worthy cause. A total of \$446,699 has been raised from the community through, sponsorship, donations and pledges since this annual Walk campaign was kicked-off in early May, exceeding its goal of \$430,000.

“Today marks the 26th anniversary of S.U.C.C.E.S.S. Walk with the Dragon. The success of this meaningful event is a testament of continued support and long-time dedication from our donors, sponsors, volunteers and staff,” said Maggie Ip, Chair of S.U.C.C.E.S.S. Foundation.

The Walk with the Dragon is a charity fundraising event in support of important S.U.C.C.E.S.S. services and programs for those in needs in the Metro Vancouver communities that lack sufficient government funding, particularly services for seniors, youth, women and families.

The morning began with pomp and circumstance that included an opening ceremony participated by representatives of the three levels of government and one of the longest dragons in North America; followed by a 7km scenic walk around the famed Stanley Park seawall. The casual, non-competitive walk drew infants in strollers to seniors who use this opportunity as a healthy and refreshing stroll with friends and family members. Concurrently at Lumbermen’s Arch, there were activities, music and entertainment for the entire family.

“With increasing service needs, S.U.C.C.E.S.S. Foundation is in even more dire need of the public’s support, generosity and encouragement to raise funds for critical S.U.C.C.E.S.S. programs for the community,” Maggie Ip, Chair of S.U.C.C.E.S.S. Foundation, told the media.

Since Walk with the Dragon made its debut in 1986 as an intimate affair with only a few hundred participants. Over the past 25 years the annual event has raised more than \$10 million for the development and continuance of essential S.U.C.C.E.S.S. services and programs for the betterment of the community.

Now in its 26th year, Walk with the Dragon is one of the leading single day community fundraising events in Metro Vancouver that boasts an attendance of over 13,000 per year including more than 300 teams comprising of community organizations, public and private corporations.

"The atmosphere at Walk with the Dragon is fun and relaxed. This event is all about health, generosity, community caring and bringing together our wonderful and diverse multicultural communities of all ages, all in support for the betterment of the community at large,” said Sing Yeo, Julie Liu and Ricky Wu, Co-Chairs of the 2011 Walk with the Dragon.

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The Annual Walk with the Dragon has always been well attended by elected officials and community leaders. Marching to the drumbeat of the colourful S.U.C.C.E.S.S. Dragon were over 50 elected representatives from three levels of government who took part in the event to support the work of S.U.C.C.E.S.S. and S.U.C.C.E.S.S. Foundation. The Hon. Christy Clark, a perennial guest at Walk with the Dragon, attended the event as Premier of British Columbia for the first time. Other guests included, Representing Prime Minister of Canada, Wai Young, MP for Vancouver South; The Hon. Yonah Martin, Senator; Kennedy Stewart, MP for Burnaby-Douglas; The Hon. Naomi Yamamoto, Minister of Advance Education; The Hon. Harry Bloy, Minister of Social Development and Minister Responsible for Multiculturalism; The Hon. Ida Chong, Minister of Community, Sport and Cultural Development; His Worship Gregor Robertson, Mayor of City of Vancouver; His Worship Richard Stewart, Mayor of City of Coquitlam.

Winners of the Highest Pledge Collection Awards in the Financial Institution, Group and Individual categories were presented with trophies from the three Co-Chairs of Walk 2011.

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. 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; plus S.U.C.C.E.S.S. program revenue and donations.

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.

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