

FOR IMMEDIATE RELEASE
JULY 13, 2011

S.U.C.C.E.S.S. Dragon Returns to Stanley Park on Sunday, July 17

VANCOUVER, BC – S.U.C.C.E.S.S. Foundation’s annual Walk with the Dragon returns to Vancouver’s scenic Lumbermen’s Arch, Stanley Park this coming Sunday, July 17, from 8:30 am to 2:30 pm. Over 13,000 participants are expected, this annual walkathon is one of the largest community fundraising events in Metro Vancouver. Every year, the iconic S.U.C.C.E.S.S. Dragon leads the 7km panoramic walk along the Stanley Park seawall to raise much needed funds in support of critical S.U.C.C.E.S.S. programs and services that are under-funded or unfunded by the government.

“We hope to raise \$430,000 from the Walk to allow S.U.C.C.E.S.S. to continue to provide critical programs and services for those in need in the community, particularly seniors, women, youths, and families,” said Sing Lim Yeo, Ricky Wu and Julie Liu, Co-Chairs of the 2011 S.U.C.C.E.S.S. Walk with the Dragon.

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

In their remarks, Official Walk T-shirt Sponsor, HSBC Bank Canada; Starting Line Sponsor, BMO Bank of Montreal; Water Station Sponsor, Vancity; and Official Airline Sponsor, Air Canada, urged the community to follow their lead and collect pledges for the Walk and join the event on July 17.

“The 26th annual Walk with the Dragon not only highlights traditions that we are proud of, we are also excited to bring in new elements into this famous event,” said Maggie Ip, Chair of S.U.C.C.E.S.S. Foundation. “This year, we are proud to include multicultural performances such as the Royal Scottish Country Dance Team, Taipei Youth Folk Sports Group, Vancouver Ocarina Family, and Sirota’s Alchymy Para Taekwondo Demonstration Team.”

The Lucky Dragon Packet Sale reprises at the Walk again this year. Participants of the S.U.C.C.E.S.S. Youth Leadership Millennium Program will act as Lucky Dragon Ambassadors to promote sales. The packets are \$5 each or \$10 for 3. With each guaranteeing a prize, the Lucky Dragon Packet Sale has been a favourite activity at the Walk for the past three years..

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/. The public is encouraged to sign up online to collect pledges and join the event on July 17.

Pledge forms are available online and 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.

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.

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