

***For Immediate Release
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Phoenix Ball 2007 Focuses on the Needs of the Community

MISSISSAUGA – What does The Credit Valley Hospital, Trillium Health Centre, University of Toronto Mississauga, Yee Hong Centre for Geriatric Care in Mississauga and the Chinese Cultural Centre of Greater Toronto have in common? For the past 5 years, they have all benefited from the proceeds of the Phoenix Ball, and this tradition will be proudly carried forward this year.

“We all know the importance of having advanced health care facilities, a good learning environment for students, and comfortable residential options for seniors. We also know how important it is to promote cultural exposure in a multicultural society such as Canada,” said Annie Tsu, Vice-President of Tour East Holidays and one of the Co-Chairs of this year’s Phoenix Ball.

In addition to being a major fundraising event, the Phoenix Ball also aims to provide its guests with enjoyable and memorable entertainment. This year Jeff Scott, who has been actively performing as “Elton John” in various venues all over North America including Las Vegas, will be the Ball’s featured act.

One of the most important highlights of this year’s Phoenix Ball is also a first in its history. A live auction will be held which will feature the following items: one Lexus and one Toyota car sponsored by Erin Park Lexus Toyota, and last but definitely not least, a round trip air and hotel package for two to South America, worth over \$10,000, sponsored by Tour East Holidays.

Of course, there will still be a silent auction. With over 200 items to choose from, including limited edition commemorative items, guests are sure to be able to find a good deal for a good cause.

For this year’s raffle draw, the prizes include a professional digital camera sponsored by Photo Depot, a projector with screen and home theatre package sponsored by HD TV & Electronics, and two round trip air tickets to Beijing, Hong Kong or Tokyo sponsored by Continental Airlines. With prizes this attractive, and at only \$10 per ticket, how could anyone miss the opportunity to try out their luck? And at the Bear Mountain, guests will have a chance to win two round trip air tickets with hotel accommodation to Las Vegas.

“We would like to thank our Title Sponsor, Legend Restaurant, and other sponsors for their support. We will also have a special Guest of Honour at this year’s Phoenix Ball,” said Amber Ing, CPB Director and the other Co-Chair of this year’s Ball. As an organization representing professionals and businesses, CPB has been working with many local and international partners in providing networking opportunities to the community. “One of our long-term partners is the Hong Kong Economic & Trade Office (HKETO) in Canada. As the Director of HKETO for the past four years, Bassanio So has been very active and has dedicated a lot of effort in enhancing the cooperation between Hong Kong, Canada and Mississauga. CPB would like to take this opportunity to salute Mr. So’s contributions at the Phoenix Ball.”

The Phoenix Ball will be held on **Sunday October 14, 2007** at the Mississauga Convention Centre, 75 Derry Road West, Mississauga, Ontario. Gala tickets are \$168 for a regular ticket or \$218 for a corporate ticket. To purchase Gala and Raffle tickets, please contact CPB Office at 905-828-6800 or email to cpb@cpbmississauga.com.