

***For Immediate Release
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Phoenix Ball 2008 to Celebrate 10th Anniversary with Spectacular Show

MISSISSAUGA – On Saturday October 4, 2008, the Mississauga Board of Chinese Professionals & Businesses, otherwise known as “CPB”, will be putting on an extra-special event to mark the 10th anniversary of the Phoenix Ball. Although usually only reserved for the Mayor’s Gala, the Ball will take place at the Living Arts Centre in Mississauga with an audience of over 800 guests and leaders from within the Greater Toronto Area.

With a new venue, and the theme of “Asian Culture – Then & Now”, the Phoenix Ball will present a spectacular and spellbinding performance outlining the transformation of traditional Chinese Arts with contemporary variations. The performance will begin with a fusion martial arts ensemble followed by the ancient and magical Chinese art of face changing (*bian lian*). To heat things up, the sensational new pop girl group FREEZE from Hong Kong will perform a set, followed by renowned local singer Larry Lo. The climax of the evening will be a performance by Ma-Anne Dionisio, widely known for critically acclaimed performances in musicals such as *Miss Saigon* and *Les Misérables* among others.

“I am thoroughly honoured to be Gala Chair for this milestone in CPB’s history,” said Amy Tjen, “We really want to mark this momentous event as an evening of celebration and enjoyment as we commemorate our past achievements and pave the way forward for the future.”

“Our little Ball has evolved over the years and made a huge impact by drawing hundreds of committed individuals and corporations into the front lines of giving back to the community and contributing to Chinese culture, and we have big dreams to expand a whole lot more in the coming years,” said Andre Mak, the Ball’s Honorary Chair.

As in the past 5 years, the Credit Valley Hospital, Trillium Health Centre, University of Toronto at Mississauga, Yee Hong Centre for Geriatric Care in Mississauga, and the Chinese Cultural Centre of Greater Toronto will be the beneficiaries of the proceeds of the Ball.

“It is indeed my honour to represent RBC Foundation to make a few remarks,” said John Man, VP Asian Commercial Financial Services and Managing Director, Asian Market, Ontario. “We are very proud to be able to support CPB and will make a donation of \$7,500 on October 4. CPB is a great organization who has done an excellent job over the years in helping many organizations including universities, hospitals and charitable organizations. Our support through this donation is a unique way to express our sincere respect for your efforts and success, and it is also the RBC value we place on the entire Chinese community. We wish you another successful Phoenix Ball on October 4.”

During the event, there will also be a live auction, as well as a silent auction with over 200 items to choose from, including limited edition commemorative items.

The Mississauga Board of Chinese Professionals & Businesses is a non-profit organization dedicated to linking Chinese professionals and businesses to advance the socio-economic well-being of all residents in Mississauga. CPB represents professionals and businesses from all walks of life, as well as individuals and families within the Mississauga community. Launched in May 1998, CPB has developed to be one of the most dynamic and pre-eminent voices for the Chinese professional and business community. CPB is often the “bridge” between Chinese and Canadians, and between the East and the West.

The Phoenix Ball will be held on **Saturday October 4, 2008** at the Living Arts Centre, 4141 Living Arts Drive, Mississauga, Ontario. To purchase Gala and Raffle tickets, please contact the CPB Office at 905-828-6800 or email to cpb@cpbmississauga.com.