



Press Release

Toronto—October 15, 2024

A Diamond Celebration in the Making Mon Sheong Foundation Welcomes Cathay Ball 2024

Celebrating 60 years of service in the Greater Toronto Area, Mon Sheong Foundation is proud to present its annual Cathay Ball on Saturday, November 2, 2024 at the Metro Toronto Convention Centre. In honour of the Foundation's diamond jubilee, the fundraising gala bears the theme of "Shining 60 Years & Beyond." The gala's visual emblem, a diamond heart reflecting rays of light shone upon it, symbolizes Mon Sheong's gratitude to the donor support that has empowered the Foundation to fulfill its mission over the past decades. The proceeds of the gala will go toward the development of new Long-Term Care Centres under the "Because We Care" capital campaign.

"For Mon Sheong Foundation's 60th anniversary, we organized a series of events to celebrate the Foundation's history and legacy," said Cathay Ball 2024 Co-chairs Ying Duong and Jeffrey Mah. "Cathay Ball is the crowning jewel of our diamond jubilee celebrations. For such a momentous occasion, we invited three Honorary Co-chairs who are closely connected with the history of Mon Sheong Foundation: Mrs. Pauline Con, widow of the late Reverend Ronald Con, the Founder of Mon Sheong Foundation; Dr. Barbara Liu, daughter of the late Dr. Sim Fai Liu, the first President of the Foundation; and Victor Wong, the inaugural President of the Mon Sheong Youth Group.

"Over 60 years, Mon Sheong Foundation has grown from the seed of a dream to the home of four Long-Term Care Centres, three Mon Sheong Court senior apartments, two Private Care and Charity Care Centres, three Chinese School campuses, a Youth Group, and two Community & Volunteer Services Centres, with two new Long-Term Care Centres currently under construction and two more in development. Nourished by the support of our community, Mon Sheong Foundation has thrived like a sapling in the sun, expanding the scope and outreach of its services. We hope the community will continue to stand by us as we follow our mission of 'Caring for the Elderly and Nurturing the Young.'"

Cathay Ball 2024 promises guests an evening of radiance and spectacle, with a full line-up of entertainment from performers across the Greater Toronto Area. The gala welcomes the return of the Michael Vieira Band, a versatile live band with a repertoire spanning diverse musical eras,



and SPLASH, the award-winning show choir at the Etobicoke School of Arts. Making their debut at Cathay Ball are a troupe of young dancers from the School of Toronto City Ballet. A trio of harp, violin and cello from Walla Music will accompany the red carpet reception.

A highlight of Cathay Ball is the Silent Auction, with a catalog generously supported by Mon Sheong Foundation's sponsors and donors. This year's Silent Auction features over 200 items. Key pieces include two Business Class air tickets to any destination under Air Canada, a seven-day Caribbean cruise sponsored by UCruising, and one pair of white-gold and gold bracelets. Other items include jewellery, dried seafood, dining vouchers, branded apparel and fine wines. The Special Draw will offer 200 raffle tickets at \$100 each. The lucky winner will take home two Economy Class return tickets to any destination under Air Canada.

The "Mon Sheong Foundation 60th Anniversary Photo Exhibition," previously showcased at the Richmond Hill Public Library, will be brought back for display at Cathay Ball, sharing with guests the highlights of the Foundation's journey from past to present to future. Under the "Because We Care" capital program, the Mon Sheong Dr. Paul Woo Long-Term Care Centre in Stouffville is anticipated to open in summer 2025, followed by the Markham Long-Term Care Centre in spring 2026, providing a total of 544 beds for the community. Meanwhile, the Foundation is working with the Government of Ontario to develop new Homes in Richmond Hill and Scarborough, in hopes of easing the regions' ever-growing demand for long-term care. The Foundation hopes that patrons will lend their support to these worthy endeavours.

Mon Sheong Foundation is honoured to have invited esteemed guests from all three levels of government, business partners and community organizations to Cathay Ball. Deep thanks are extended to all sponsors for their valuable support, with special acknowledgments to Diamond Sponsor MediSystem and Gold Sponsors CIBC, Concord Adex and TD Bank Group.

Tickets for Cathay Ball are \$580 per person, with a corporate table rate of \$7,000 for ten guests. For any inquiries on ticketing and other event details, please contact Mon Sheong Foundation at 905-883-9288 ext. 2022 or 1-866-708-0002 (toll-free number), or refer to the Cathay Ball official website www.cathayball.com.

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