



**FOR IMMEDIATE RELEASE**

### **2008 Brazilian Carnival Ball A Resounding Success**

**Toronto, ON, May 26, 2008** – The Brazilian Carnival Ball came to Toronto once again this year and heated things up on Saturday, May 24, 2008. The Ball, held at the Metro Toronto Convention Centre, celebrated over 42 years of dance, music and friendship and raised over \$7 million for Oncology Nursing and Cancer Research at Princess Margaret Hospital and its research arm, The Campbell Family Cancer Research Institute. In addition, the Ontario Government announced \$15 million over five years to fund the Anna Maria de Souza Oncology Nursing Knowledge Transfer Centre at The Princess Margaret, honoring the late Anna Maria, founder of the Ball. Together this adds up to \$22 million for cancer nursing and research – a landmark achievement.

The ‘who’s who’ from Toronto’s arts, fashion, business and political arenas came together to help raise awareness and funds for the worthy cause. To date, the Ball has raised over \$53 million net for numerous causes in healthcare, research, education and culture in Canada and in Brazil. This spectacular event featured a parade of colourfully clad dancers from Rio who entertained and spurred the crowd to embrace the spirit of Rio’s Carnival and samba the night away.

**Shirley Domelle, Holly Miklas, and Martha Shaw** were honoured to embrace the responsibility of chairing this year’s Brazilian Carnival Ball benefiting The Princess Margaret, a cause for which the trio shares a mutual passion. Having been inspired and motivated daily by so many at The Princess Margaret, Shirley, Holly and Martha gladly accepted this exceedingly worthwhile challenge, and were thrilled to pay special tribute to the oncology nurses in doing so. Their mission was to make this year’s Ball the most successful one in history.

“Every year we are inspired by the overwhelming support the Ball receives. Anna Maria would have been proud of the event and thankful to everyone who donated their time and shared their generosity to benefit this year’s cause,” says Ivan X. de Souza, President and CEO of the Brazilian Carnival Ball and husband of Founder Anna Maria de Souza. “This remarkable event has helped so many charities over the years and we are so grateful to everyone who has contributed to making the Ball a resounding success year after year.”



During the evening, it was also announced that oncology nurses at The Princess Margaret and throughout Ontario who specialize in treating people with cancer, will soon have access to advanced training thanks to Anna Maria de Souza's generous philanthropic spirit. The Anna Maria de Souza Centre will offer cancer nurses the latest education in cancer prevention, diagnosis, treatment and palliative care. Oncology nurses will have the opportunity to study at the centre or through online courses and workshops across Ontario. Their training in chemotherapy, symptom management and health promotion will be used to care for the 63,000 people diagnosed with cancer each year in Ontario.

#### About the 2008 Beneficiary

This year the Ball has chosen The Princess Margaret Hospital Foundation as the beneficiary of the Ball. Net proceeds from the Ball will support Oncology Nursing and Cancer Research at Princess Margaret Hospital and The Campbell Family Cancer Research Institute. As Canada's leading comprehensive cancer research hospital, The Princess Margaret, part of University Health Network, has over 400 oncology nurses on staff, and is a world leader in patient survivorship program development.

#### About the Ball

The Ball was founded in 1966 by Anna Maria de Souza with a committee of only six to eight people who brought the tradition of the famous Carnival held in Rio de Janeiro to Toronto. Anna Maria de Souza, recognized that the Ball was becoming a 'must-attend' event and that it was the perfect medium to raise funds for charitable causes. In 1973, Variety Village became the first recipient of the Brazilian Carnival Ball in Canada and through the years other beneficiaries have included The Princess Margaret, Mount Sinai Hospital, Sunnybrook Health Science Centre, St. Michael's Hospital and York University.

Today, the Brazilian Carnival Ball is held at the Metro Toronto Convention Centre and attracts over 1,800 guests to raise over \$2 million net each year, making it one of the largest fundraising galas in the country. Sixty Carnival dancers from Rio entertained the Toronto crowd on Saturday evening with their dancing and dazzling costumes flown in from Brazil.

Howard Gillick of Rio de Janeiro presented a spectacular show from Brazil, and Zeka Marquez the world famous Brazilian artist and designer was responsible for the striking and lavish décor of this year's Ball. Luis de Castro was the talented décor manager. Together, their style and flare were reflected throughout the ballroom.



About the Sponsors

The Brazilian Carnival Ball was proud to have the support of Honorary Chairs, Jim and Bridgette Kinnear as well as Neville and Lorraine Kirchmann.

The Ball's overwhelming success would also not be possible without the generous contributions from this year's Evening Sponsors including RBC, Yamana Gold, BMO Financial Group and CIBC.

The 2008 Brazilian Carnival Ball was the most successful Ball ever. The generosity and kindness of those who attended will continue to touch the lives of over 15,000 new patients who visit The Princess Margaret each year, Canada's leading comprehensive cancer research hospital.

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**For more information, please contact:**

Vesna Krklinski  
Six Degrees Medical Consulting  
(416) 643-8621  
[VKrklinski@sixdegreesmed.com](mailto:VKrklinski@sixdegreesmed.com)

Laura Jablonski  
Six Degrees Medical Consulting  
(416) 643-8597  
[LJablonski@sixdegreesmed.com](mailto:LJablonski@sixdegreesmed.com)