



FOR IMMEDIATE RELEASE

**2009 Brazilian Carnival Ball Raises Over \$2.6 million
For SickKids Research Institute**

Toronto, ON, April 27, 2009 – The tradition of giving was as strong as ever this year at the 2009 Brazilian Carnival Ball, which took place in Toronto on Saturday, April 25. The Ball, held at the Metro Toronto Convention Centre, celebrated more than 43 years of dance, music and friendship and raised over \$2.6 million for the SickKids Research Institute.

Supporters from Toronto's arts, fashion, political and business communities came together to help raise awareness and funds in support of SickKids Research Institute. To date, the Ball has raised more than \$55.6 million net for numerous causes in healthcare, research, education and culture, helping to change the lives of people here in Canada and abroad. The spectacular event showcased extravagant Brazilian performers channeling the spirit of Rio's Carnival through their elaborate feathered and sequined costumes.

Avid patrons of SickKids Foundation, Janice and Earle O'Born, who have been involved with The Hospital for Sick Children for many years, were honoured to act as this year's Brazilian Carnival Ball Chairs.

"Each year we walk away from the experience feeling overwhelmed by the generosity and support the Ball receives, and this year was no exception. Anna Maria would have been proud of the event and thankful to everyone who donated in kindness and shared their time 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 charitable organizations and we are grateful to everyone who has contributed to making the Ball a tremendous success year after year."

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About the 2009 Beneficiary

This year the Ball chose the SickKids Research Institute as the beneficiary. Net proceeds from the Ball will support much needed paediatric research that will continue to focus on issues important to children's health. SickKids Research Institute is Canada's first and largest hospital-based child health research institute. SickKids researchers are internationally recognized as an authority on paediatric health and health research. Currently, there are more than 1,000 funded projects underway within seven research programs.

About the Ball

The Ball began in 1966 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. Over the years, beneficiaries have included: The Princess Margaret Hospital and the Campbell Family Research Institute, The Arthritis & Autoimmunity Research Centre Foundation, Toronto General Hospital, Sunnybrook Health Sciences, Mount Sinai Hospital, St. Michael's Hospital, University of Toronto and York University.

Today, the Brazilian Carnival Ball attracts 1,800 guests and raises over \$2 million net each year, making it one of the most successful charitable galas in the country. The 2008 Brazilian Ball raised \$7 million net for Princess Margaret Hospital. Each year over sixty mesmerizing Carnival dancers, who are flown in from Rio de Janeiro, entertain the Ball's guests with their dancing and dazzling feathered, beaded and sequined costumes.

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 décor of this year's Ball. Luis de Castro was the talented décor manager. Together, their chic style and flare were reflected throughout the ballroom.

Eleven-year-old Madison Scott, a SickKids Patient Ambassador (oncology), who is currently starring in the Toronto production of the Sound of Music, performed at this year's Ball entertaining attendees with her talent and determination.

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About the Sponsors

The Brazilian Carnival Ball was proud to have the support of Chairs, Janice and Earle O'Born.

The Ball's overwhelming success would also not be possible without the generous contributions from this year's Grand Sponsor: Rogers Communications Inc., followed by the Presenting Sponsor: The Printing House Limited and the Evening Sponsors: BMO Financial Group, CIBC, RBC, TD Bank Financial Group and George Weston Limited.

The 2009 Brazilian Carnival Ball continued its long standing tradition of giving back to the community in a big way. This year's Ball was one of the most successful events. The generosity and kindness of those in attendance will touch the lives of countless children and their families who will benefit from the ongoing research at SickKids, which ultimately leads to higher survival rates, less pain for children and less time in hospital.

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