



FOR IMMEDIATE RELEASE

2010 Brazilian Carnival Ball a tremendous success Over \$3.2 million raised in support of Toronto East General Hospital Foundation

Toronto, ON, May 10, 2010 – Torontonians once again showed their generosity at this year's Brazilian Carnival Ball, which took place on Saturday, May 8th. The Ball, held at the Metro Toronto Convention Centre, celebrated over 44 years of dance, music and friendship and raised over \$3.2 million, which will go towards Toronto East General Hospital's (TEGH) Destination for Health Care Excellence Campaign, a \$60M private sector campaign in support of TEGH's \$200M Capital Redevelopment Project.

Supporters from Toronto's arts, fashion, political and business communities came together to help raise awareness and funds. To date, the Ball has raised more than \$55 million net for numerous causes in health care, research, education and culture, helping to change the lives of people here in Toronto and abroad.

"This evening marked another successful chapter in the Ball's history, and I am so appreciative of everyone's warmth, kindness and patronage," says Ivan X. de Souza, President and CEO of the Brazilian Carnival Ball and husband of the late Anna Maria de Souza. "The city of Toronto has consistently shown its generosity and it's because of this generosity that so many charitable organizations have benefited tremendously from the proceeds raised each year. I know Anna Maria would have been deeply grateful and proud."

The excitement began from the moment guests entered the Convention Centre. They experienced exotic music, the tantalizing aroma of authentic cuisine, the bustle of a local market, and the vibrant spirit and revelry of the Carnival Parade. They also were entertained by the mesmerizing Brazilian dancers and their beautifully adorned costumes.

This year's Co-Chairs included three prominent Toronto businessmen; **Michael Cooper**, Managing Partner, DREAM and Chief Executive Officer, Dundee REIT, **Blake Hutcheson**, President and CEO, Oxford Properties, and **Duncan Jackman**, Chairman and CEO, E-L Financial Corporation Limited.

“Community hospitals like TEGH are not only the gateway, but they are the foundation on which our health care system is built. There is a great need for investment into this foundation, as TEGH is a leader in quality and fiscal management and is worthy of such an investment,” says Blake Hutcheson.

About the 2010 Beneficiary

Toronto East General Hospital is an award-winning, full service, University of Toronto-affiliated community teaching hospital that provides comprehensive care to a diverse urban population of nearly half a million people, representing over 45 cultural and linguistic groups. Each year, TEGH registers over 300,000 patient visits, delivers 3,400 babies and responds to over 61,000 emergency visits. The Brazilian Carnival Ball will support the creation of a new patient care centre at Toronto East General Hospital establishing TEGH as The Destination for Health Care Excellence for east Toronto and beyond.

For thousands of people throughout the GTA, Toronto East General is the community hospital of choice for specialized services in cardiology, thoracic surgery, ophthalmology, orthopaedics, respiratory, urology, complex continuing care, oncology, and child and adolescent mental health. Reflected in our history is TEGH's commitment to superb clinical care, while never forgetting the human side of health care.

About the Ball

The Ball began in 1966 when Anna Maria de Souza missed the excitement, music and magnificent splendor of her homeland Carnival and decided to bring the tradition of the famous Carnival held in Rio de Janeiro to Toronto. Anna Maria soon 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 SickKids Foundation, The Princess Margaret Hospital and the Campbell Family Research Institute, The Arthritis & Autoimmunity Research Centre Foundation, Toronto General Hospital, Sunnybrook Health Sciences Centre, Mount Sinai Hospital, St. Michael’s Hospital, University of Toronto and York University.

Today, the Brazilian Carnival Ball attracts 1,700 guests and raises over \$2 million net each year, making it one of the most successful charitable galas in the country.

Howard Gillick of Rio de Janeiro presented a spectacular show from Brazil, and Luis de Castro was responsible for the stunning décor of this year’s Ball. Luis’ panache and unique style were reflected throughout the ballroom.

About the Ball's Supporters

The Brazilian Carnival Ball was proud to have the support of Co-Chairs, Michael Cooper, Blake Hutcheson, and Duncan Jackman, as well as Vice-Chair Michael Burns and Benefactor Chair, Helen Stevenson. In addition, both Toronto East General Hospital and the Ball would like to thank Grand Patrons, Joyce Faust and Douglas and Adrienne Mahaffy.

The Ball's success would also not have been possible without the generous contributions from this year's corporate sponsors, some of which included BMO Financial Group, Magna International Inc., MI Developments Inc., TD and Yamana Gold.

The 2010 Brazilian Carnival Ball upheld its tradition of being one of the most successful galas in Canada and the funds raised this year will allow the Toronto East General Hospital to continue its leadership role in providing high quality care, service and training within its community.

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