

THE IMPERIAL BALL

ART *in* MOTION

FOR IMMEDIATE RELEASE

2020 Imperial Ball Live! - ART in MOTION Scheduled Virtually for October 24 Fundraising to COVID-19 Recovery Initiatives

Toronto, October 20, 2020 – Imperial Ball, the most important annual fundraising gala for the Chinese Cultural Centre of Greater Toronto (CCC) will take place virtually at **8pm on October 24, 2020** at <http://www.imperialball.ca/liveshow.html>. This year's theme is **ART in MOTION**.

The hour-long “Imperial Ball Live! – ART in MOTION” online show will feature a ballet performance, *Cinderella*, directed by Chan Hon Goh C.M., former principal dancer of The National Ballet of Canada. Other performers include Jason Cheng, top winner at CCC Music Festival 2020 and Do Do Wong who placed first at the A1 Canto Pop Singing Contest 2019. Both received their Championships at CCC.



(Image Source: Cinderella by Goh Ballet)

The concurrent silent auction will also go online this year: <https://auction.cccgt.org/> will be launched on **October 24, 2020**! The platform will be live for a month in order for bidders to shop from the comfort of their homes. Auction items include a collection of Chinese paintings, fine jewellery donated by Royal de Versailles, a bottle of Louis XIII wine, etc. We encourage everyone to browse through the items and place bids.

Given the Covid-19 situation, CCC is facing a difficult crisis in our history with the Centre completely closed since mid March. However we have been working hard to explore ways to cope and to continue some of our community programs and activities. For example, One-Mask-at-a-Time, One-Meal-at-a-Time and CCC Connect (<https://www.cccconnect.ca/>) initiatives which are supported by the Government of Canada to service vulnerable seniors, women, and all who are homebound and isolated.

In the past years, funds raised through the annual Imperial Ball were used to support cultural and community programs, and to maintain and upkeep the Centre. This year, the signature Imperial Ball has become crucial for the survival and recovery of CCC. We depend very much on the generous donations from our sponsors and supporters to keep CCC afloat. Our heartfelt thanks for the unwavering support during these uncertain times and we look forward to the Centre's recovery and better days ahead.

Please tune in on **Oct 24 at 8pm** at <http://www.imperialball.ca/liveshow.html>. We are looking forward to sharing a memorable evening together!

About Chinese Cultural Centre of Greater Toronto

The Chinese Cultural Centre of Greater Toronto (CCC), located in the North East of Toronto, Canada, is the largest Chinese Cultural Centre and one of the most technologically advanced cultural centres in North America. CCC takes pride in the leadership role of promoting and preserving Chinese culture and heritage in Canada. Over the past 30 years, the community-focused Centre has become *a Home for the West to meet the East and the Past to meet the Future* where people from all walks of life and ethnic backgrounds come together, share and enjoy the cultural diversity and artistic mosaic.

CCC is located at 5183 Sheppard Ave East, Toronto, ON M1B 5Z5. For more information, please visit CCC website at <http://www.cccgt.org/>.

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