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FOR IMMEDIATE RELEASE

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Yee Hong – A New Chapter, A New Brand

TORONTO – Yee Hong Centre for Geriatric Care and Yee Hong Community Wellness Foundation together revealed its new brand. The new logo symbolizes Yee Hong's caring and energetic people, culture of innovation and collaboration, and commitment to equity, diversity and inclusion.

"Yee Hong continues to be a vibrant organization because of our passionate and resilient staff, courageous leaders, and supportive clients and family members," Dr. San Ng, CEO of Yee Hong Centre, said today. "Our new logo symbolizes what we feel in our hearts – a harmonious balance of innovation and tradition."

Stephen Siu, President of Yee Hong Foundation, added that the new logo is a stylized reference to the Chinese character for "family". "It reminds us that Yee Hong is all about 'family' – as we work together at Yee Hong, as we care for our seniors." The tight-knit Yee Hong Family includes the Centre, the Foundation, Yee Hong Seniors Living, and their partners and supporters across Canada and abroad.

Since the first Yee Hong Centre opened in 1994, Yee Hong has been the leader for culturally-appropriate care and services to diverse Asian seniors and their caregivers. Advocacy, fundraising and supportive partners and donors have enabled Yee Hong to establish three more long-term care homes in the early 2000's, a full spectrum of community support services, and a hospice with staff who speak sixteen languages.

Through its four campuses of care across the Greater Toronto Area and other service locations, Yee Hong serves more than 15,000 people of Chinese and other cultural backgrounds each year. Yee Hong Centres commit to a shared vision of "Seniors living their lives to the fullest - with independence, health and dignity."

"We are also educators, researchers and advisors, sharing our knowledge and working with like-hearted communities near and far to improve equity," said Dr. Ng. "Our new strategic plan (yeehong.com) guides the next leg of our journey during which we will leverage our solid foundation to innovate to the next level. We will elevate resident, client and caregiver experience, increase our program, service and housing offerings, empower our talented people, and strengthen our infrastructure for growth. Collaborating with our system partners will make us all stronger together," she said.

Yee Hong is announcing its brand and strategic plan together to mark a new chapter and energetic corporate identity.

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