

The 2008 Brazilian Carnival Ball reaches a landmark achievement

\$22 million announced for Oncology Nurses and Cancer Research at The Princess Margaret



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You felt it as soon as you stepped inside the ballroom at the Metro Toronto Convention Centre: an atmosphere crackling with energy and loaded with anticipation of the evening to come.

This was the night of the Brazilian Carnival Ball, the city’s most celebrated social event.

The guests – approximately 1,800 revelers in stunning dresses, gowns and elegant tuxedos – feasted on a multi-course menu that included a papaya boat with a cargo of mango salad and lobster, beef tenderloin on a sea of morel sauce, lemongrass white chocolate mousse, and strawberries dipped in shiny dark chocolate.

After dinner, they danced until their feet hurt, and watched as a parade of Carnival performers straight from Brazil burst into the room in a spectacle of music, dance, and larger-than-life, fantastical costumes. In other words, they had a ball – from the minute they arrived up to the moment they reluctantly waved their last goodbyes.

“It was a spectacular, unforgettable evening,” recalls Neville Kirchmann, one of the Honorary Chairs of the Brazilian Carnival Ball and Chairman of the Board at the Princess Margaret Hospital Foundation. “What a wonderful way to raise funds for such a worthy beneficiary.”

Net proceeds from the 2008 Brazilian Carnival Ball total \$7 million for Oncology Nursing and Cancer Research at Princess Margaret Hospital. The funds raised by the Brazilian Ball for oncology nursing formed the foundation for the Anna Maria de Souza Knowledge Transfer Centre for Oncology Nursing. To assist with the Centre, the Ontario Government announced in early May 2008 that it is providing \$15 million dollars funding over five years for this centre of excellence.

Housed at The Princess Margaret, the state-of-the-art centre will provide essential training required for oncology nurses, across the province.

Proceeds from the ball also benefit The Campbell Family Cancer Research Institute, a new cancer research centre at The Princess Margaret led by Dr. Ben Neel, one of the leading cancer research scientists in the field.

Together, this adds up to \$22 million dollars for Oncology Nursing and Cancer Research at The Princess Margaret – a landmark achievement.

Jim Kinnear, another Honorary Chair of the Ball and president of Pengrowth Management Ltd. in Calgary, says this year’s affair was the most successful ever in the Ball’s 42-year history – a testament to the enduring influence of its founder, the late Anna Maria de Souza.

“She would have been very proud of what we achieved this year,” says Kinnear. “I know I am, and I’m looking forward to many more Brazilian Balls to come.”