

NEENA AND VIJAY KANWAR NAMED CHAIRS OF THE 2011 BRAZILIAN CARNIVAL BALL PROCEEDS WILL SUPPORT THE ROYAL ONTARIO MUSEUM

Toronto, ON, 12/7/10 – The Royal Ontario Museum (ROM) Governors and the Brazilian Carnival Ball are proud to announce Neena and Vijay Kanwar as the Chairs of the 2011 Brazilian Carnival Ball in Toronto, one of Canada's largest fundraisers. Passionate about building a better community, Neena and Vijay Kanwar have been widely recognized with numerous awards for their outstanding philanthropic work in the areas of health and science.

KMH Cardiology and Diagnostic Centres proudly announced their support for the Brazilian Carnival Ball last week at the ROM as Presenting Sponsor with a commitment of \$250,000—an investment to enhance and protect the arts and cultural landscape of the city of Toronto through the Royal Ontario Museum.

“Neena and I are honoured to serve as the Chairs of the 2011 Brazilian Carnival Ball, benefiting the Royal Ontario Museum,” says Vijay Kanwar. “We are great supporters of the ROM, and we are thrilled to be a part of the legacy and tradition of the Ball.”

Successful professionals and passionate philanthropists, Neena and Vijay Kanwar were recognized in 2006 as the Ernst & Young Entrepreneur of the Year for Health Services in Ontario. “We are delighted that Neena and Vijay Kanwar are lending their skill, passion and expertise to further the Museum's priorities with the 2011 Brazilian Carnival Ball,” says Dr. Marie Bountrogianni, President and Executive Director of the ROM Governors.

Neena Kanwar founded the KMH Cardiology and Diagnostic Centres and served as President of the Independent Diagnostic Clinics Association for 15 years. She also served as a Director on the Board of St. Michael's Hospital and Sherbourne Health Care Corporation.

Vijay Kanwar is the President and Chief Financial Officer of the KMH Cardiology and Diagnostic Centres, North America's largest provider of nuclear cardiology services. He is also the President and Director of Lambardar Inc., a company devoted to the construction of modern medical facilities. Additionally, he is the Founder and President of Transamerica Medical Inc.

Canadian hockey legend Darryl Sittler and his wife Luba Sittler have also been named Honorary Chairs of the 2011 Brazilian Carnival Ball. Darryl Sittler was inducted in the Hockey Hall of Fame in 1989 and has remained an active and passionate ambassador for the Toronto Maple Leafs.

“We are extremely honoured that Neena and Vijay Kanwar have graciously accepted to be the Chairs as well as having Darryl and Luba Sittler as the Honorary Chairs of this year's event,” says Ivan de Souza, President & CEO of the Brazilian Carnival Ball. “Their contribution and support will help to further raise awareness and funds for one of Canada's most significant and enriching institutions, the Royal Ontario Museum.”

About the 2011 Beneficiary

The Royal Ontario Museum (ROM) is one of Canada's largest museums and one of the world's most prestigious cultural institutions dedicated to world cultures and natural history. With a collection of more than six million artifacts and research activities that span the globe, the ROM has established itself as a must-see destination in Toronto.

In 2007, the ROM was dramatically re-energized with the addition of the extraordinary Daniel Libeskind-designed Michael Lee-Chin Crystal, a provocative new landmark that sparked city-wide excitement and fundamentally altered the cultural landscape.

The ROM is committed to leadership in ensuring accessibility for all visitors, while making innovative enhancements in the areas of digital content, education, programming and exhibits, research and collections, and gallery development.

About the Brazilian Carnival 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 various charities. In the past 45 years, the Ball has raised over \$57 million net. Beneficiaries have included: the Toronto East General Hospital Foundation, 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 approximately 1,700 guests and raises over \$2 million each year, making it one of the most successful charitable galas in the country.

-30-

For more information, please contact:

Toni Tiemens
S.W.A.T. Communications
905.895.1786
toni.tiemens@sympatico.ca

Vesna Krklinski
416.388.4893
vesnkrklinski@rogers.com

Denise Dias
ROM Governors
416.586.5637
denised@rom.on.ca