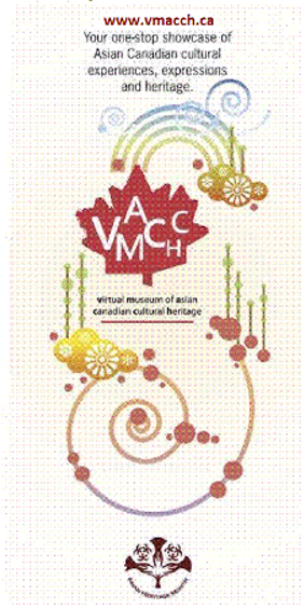


# ASIAN HERITAGE MONTH FESTIVAL 2022

... showcasing cultural expressions and  
experiences of Asian Canadians



Please visit

<http://www.asian-heritage-month.org>  
And <http://www.vmacch.ca> for details



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THE CITY OF  
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WE ARTISTS' GROUP



Richard Charles Lee  
Canada-Hong Kong Library  
利銘澤典藏



munkschool  
OF GLOBAL AFFAIRS & PUBLIC POLICY



Reelworld  
Film Festival



ASIAN HERITAGE MONTH FESTIVAL 2022

PRESENTED BY CANADIAN FOUNDATION FOR ASIAN CULTURE (CENTRAL ONTARIO) INC.

## OPENING CEREMONY | ASIAN HERITAGE MONTH FESTIVAL CELEBRATING THE 20TH ANNIVERSARY OF THE SIGNING OF THE ASIAN HERITAGE MONTH DECLARATION BY THE SENATE OF CANADA

### Land Acknowledgement and Opening Remarks

Host: **Mr. Stephen Siu** (Chinese Canadian Legend Award recipient)

**The Honourable Ahmed Hussen** (Minister of Housing and Diversity and Inclusion)

**His Worship John Tory** (Mayor, City of Toronto)

**The Honourable Dr. Vivienne Poy** (former Senator who tabled the Asian Heritage Month Motion in the Senate of Canada, and Founding Patron, Asian Heritage Month-CFACI)

**Mr. Justin Poy** (Honourary Patron, Asian Heritage Month-CFACI, and Chinese Canadian Legend Award recipient)

### **“Asian Heritage Month: purpose, relevance and what we can expect”**

**The Honourable Dr. Vivienne Poy** (former Senator who tabled the Asian Heritage Month Motion in the Senate of Canada, and Founding Patron, Asian Heritage Month-CFACI)

**Mr. Justin Poy** (Honourary Patron of Asian Heritage Month-CFACI, and Chinese Canadian Legend Award recipient)

### **Asian Heritage Month Lecture | “Asian Pop Culture and How It Influences Canadians”**

**Mr. Justin Poy** (Honourary Patron, Asian Heritage Month-CFACI, and Chinese Canadian Legend Award recipient)

### **“For the Sake of Our Multicultural Heritage”**

**Mr. Stephen Siu** (Chinese Canadian Legend Award recipient)

**SATURDAY MAY 7, 2022 | 2 PM EDT BY ZOOM**

**FREE ADMISSION: Please register at**

<https://www.eventbrite.ca/e/asian-heritage-month-virtual-opening-ceremony-2022-tickets-315685532927>

**Zoom link:**

<https://us02web.zoom.us/j/86007789033?pwd=V1F6aE9vREkrdfJ1MEt3UGpqN3JPUT09>

Meeting ID: 860 0778 9033 Passcode: 8HQe1c

For more information, please visit <http://www.vmacch.ca>  
or <http://www.asian-heritage-month.org>

# Event Schedule

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**Mr. Justin Poy** (Honourary Patron of Asian Heritage Month-CFACI, and Chinese Canadian Legend Award recipient)

In this interview, AHM-CFACI Hon. Patron Justin Poy, will interview his mother, retired Senator who put forward the Motion in the Senate of Canada to declare May as Asian Heritage Month, Hon. Dr. Vivienne Poy — exploring the original purpose of Asian Heritage Month and how it is relevant today and tomorrow.

## **Presentations by Chinese Canadian Legend Award Winners**

### ***Asian Heritage Month Lecture | “Asian Pop Culture and how it influences Canadians”***

**By Mr. Justin Poy** (Honourary Patron, Asian Heritage Month-CFACI, and Chinese Canadian Legend Award recipient)

In 2019 “Parasite” became the first film from South Korea to win an Academy Award. During the COVID-19 lockdown in 2021, “Squid Game”, a South Korean TV production, captured the minds of the young and old alike and garnered multiple awards in the west including a Golden Globe for Best Supporting Actor. While Korean film and TV was sweeping across Canada and the world, China cracked down and cancelled one of iQIYI’s highest rated global reality TV shows “Youth With You 3” for “wasting milk”, after thousands of people in China were seen buying a sub-brand of milk from dairy giant Mengniu, just to scan the QR code in the cap, only to then pour all the milk down the sewer. This violated food-wasting laws, which prompted further laws against extreme pop culture. It’s clear that Canadians are influenced by Eastern trends — but to what extent?

**About Justin Poy:** Justin Poy is the Founder and Creative Director of The Justin Poy Agency (JPA), an award-winning advertising agency that specializes in multicultural advertising. In 2020, JPA became the exclusive ad agency for iQIYI North America in Canada (iq.com). iQIYI (NASDAQ: IQ) is one of the world’s largest media streaming companies with hit shows such as “The Rap of China” and “Youth With You 3”. Justin is the Honorary Patron of Asian Heritage Month (CFACI) and the recipient of the Queen’s Golden and Diamond Jubilee Medals. He has been awarded the Chinese Canadian Legend Award and is recognized as Alumni of Distinction by both Ryerson University and The Toronto French School. He has received the prestigious Arbor Award from the University of Toronto. Mr. Poy eagerly supports education and sits on the Dean’s Advisory Board for the Faculty of Science at York University and supports Canadian media as the Founder of The Justin Poy Agency Award at Ryerson University’s RTA School of Media.

## ***“For the Sake of Our Multicultural Heritage”***

**by Mr. Stephen Siu (Chinese Canadian Legend Award recipient)**

This lecture explores human rights issues that impact Asian Canadians and the First Nations. From indigenous land acknowledgements to responses to Chinese head tax and Japanese wartime internment, Stephen Siu, a Chinese Canadian Legend Award winner and an accomplished photographer, will be doing a photographic presentation to explore human rights issues that impact Asian Canadians and the First Nations and look at the visions of human rights today and into the future.

**About Stephen Siu:** Mr Siu, former Executive Director of the Chinese Cultural Centre of Greater Toronto, is currently the President of Yee Hong Community Wellness Foundation. Yee Hong is largest Chinese Canadian charity in Canada. He has served as advisor to several non-profit groups including the Ontario Cross-Cultural Music Society and the Canada-Hong Kong Library. He recently founded the CanAsian Creative Exchange to drive creativity exchanges. He was presented with the Chinese Canadian Legend Award in 2009, the Arbor Award in 2010, the Canadian Senate 150 medal and the House of Commons "Canada 150" medal in recent years.