

## WeirFoulds collaborates with Zero11Zero, CCNC-SJ and Myseum of Toronto to hold virtual event

May 19, 2021

In celebration of Asian Heritage Month 2021, WeirFoulds LLP ("WeirFoulds") is pleased to announce that they, in collaboration with [Zero11Zero/Iron Bay Media](#), [Chinese Canadian National Council for Social Justice](#) ("CCNC-SJ") and [Myseum of Toronto](#) ("Myseum") will be holding a virtual program titled "Food That Touches the Heart: Re-Orienting Asian Food" on Wednesday, May 26, 2021 at 1:00pm. We encourage those interested in attending to RSVP [here](#).

Food is first and foremost about sustenance. But it is also much more than that. Each dish tells a story, be it personal, cultural, historical. Every ingredient is critical to reaching that perfect balanced meal, and chefs (professional or amateur) strive to make their special mark and deliver the best culinary experience. The goal of the program is to re-orient our approach to Asian food and Asian cultures, as less "foreign and exotic", and more as part of the cultural and culinary fabric of Toronto, Canada and really, the entire world. While Asian may sometimes be seen as including all of the continent of Asia, our focus in this particular event is on East and Southeast Asian cuisines.

The event will be hosted by Nobu Adilman, Co-founder of Choir! Choir! Choir! and former co-creator and host of the television program Food Jammers, along with Craig Wong, Chef and Owner of Patois and Bar Mignonette; Eva Chin, Chef de Cuisine of Kōjin; and lastly, WeirFoulds' very own Joshua Wong, Owner and Chef of SNŌ. Attendees are invited to join these talented Asian chefs as they share recipes and stories behind their creations so that you can try to make them in your own home. Chefs will share some tips and tricks to their favourite dishes and will discuss how food can break down barriers and bring people together.

CCNC-SJ will include the event video as part of their #FaceRace Campaign, a national campaign challenging all Canadians to confront racism amid the COVID-19 pandemic, with additional resources about the impact of racism and the pandemic on Asian owned businesses, particularly restaurants and Chinatown communities across the country. Myseum will continue to host the event video as part of their museum without walls in a space exploring food and culture in Toronto. Zero11Zero/Iron Bay Media has graciously partnered with WeirFoulds to work with Nobu and the chefs to create and produce the event video.

*The title of the event plays on the word "dim sum" or "dian xin" (点心) which is the Chinese word for "lunch". The literal translation is something like "to lightly touch your heart", meaning a light meal. The title also plays on the word "Orient", which the Asian diaspora rejects as exoticizing or "othering" people of Asian heritage.*

[Click here](#) to view some of the recipes that will be shared at the event!

### About CCNC-SJ

CCNC-SJ is built on an impressive history of community activism, with a mission to educate, engage and advocate for equity and justice for all in Canada. With the rise of anti-Asian racism in connection with the pandemic, CCNC-SJ has been working with many supporters and allies to raise public and media awareness, and rally community support. For more information about CCNC-SJ and

their many campaigns, please visit <https://ccncsj.ca/>.

#### About Myseum

Myseum is your Toronto museum. Our engaging programs and experiences showcase the history, spaces, culture(s), architecture, and the people, that represent Toronto's unique place in the world. The Myseum of Toronto is not just one place, it's every place in the city. You can experience Myseum programs all year long at exhibits, online, and at pop-up events around the GTA. For more information about Myseum, please visit <http://www.myseumoftoronto.com/>.

#### About Zero11Zero/Iron Bay Media

ZERO11ZERO is a company dedicated to the convergence of motion media, new media, artist development, music, publishing and creative strategy. Their integrated technology and media processes allow them to create endless possible stories that are congruent with the individual styles. From featured to branded content, the company develops each creative narrative to impact and connect with audiences. For more information about Zero11Zero, please visit <https://zero11zero.com/>.

#### About WeirFoulds LLP

WeirFoulds LLP is one of Canada's oldest and most prestigious law firms. The firm is focused on four broad areas of practice: Litigation, Corporate, Property and Government Law. For 160 years, the lawyers of WeirFoulds have been proud to serve our clients in their most difficult and complex matters, acting in some of Canada's most significant mandates and have represented clients in many landmark cases. At WeirFoulds, we recognize that we need to advance and demonstrate equality, diversity and inclusion in everything we do, internally and externally. For WeirFoulds' official statement on our commitment to equality, diversity and inclusion please visit <https://www.weirfoulds.com/diversity-inclusion>.



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