



抓緊命運鑰匙 開啟創意人生

天賦一股澎湃創意和滿腔熱誠，加上優越的背景，叫人相信伍雋雄能成為一位創意媒體的翹楚和年輕有為的慈善家，是順理成章的事。然而在他身上，卻顯見幸福並非必然，乃在乎一己努力；自求多福繼而造福社會，才是傳奇本色。

在很多人眼中，伍雋雄是含著金鑰匙出生的幸運兒；母親利德蕙是全加第一位亞裔國會議員，也是一位作家和歷史學家；父親則是熱衷攝影的整形外科醫生。在先天基因和後天栽培下，伍雋雄自小便想成為藝術家，起步亦比人早，畢業不久便創立自己的廣告設計公司，開拓策略及定位市場推廣業務，並於2002年推出創新的全息廣告（holoAd）設計，利用三維全息視覺科技作為推廣媒介，締結藝術和商業完美的組合。

時至今日，他在業界的成功為他贏得多個獎項，包括加拿大青商基金會企業魁楚獎的首屆獎項、高峰國際新進傳媒大獎、以及由加華廣告及傳媒協會（CCAMMA）頒發的多個獎項。伍雋雄同時看準90年代華裔移民給市場帶來的契機，銳意發展多元文化及亞洲市場，開拓了獨有的市場地位。

他的成就，卻不止於事業，也延伸至在社區多方面的參與、投入和付出；良多貢獻讓他先後於2002年獲頒英女皇金禧勳章以及2012年獲頒英女皇鑽禧勳章。刻下他身任20多個機構委員會和4個董事會的成員，還參與策劃今年幾項大型活動，包括亞裔傳統月、萬錦市多福醫院籌款晚宴。在不少籌款活動

伍雋雄 Justin Brian Poy

作者：吳翠儀
Author: Clorie Ng

的舞台上，更會看到他載歌載舞，成為台前幕後的中堅分子；這種任務，加起來遠超一份朝9晚5的工作。

伍雋雄坦言，過去20年來，幾乎天天晚上都出席不同的會議；有時的確感到疲累，也想到減少一點參與；然而他始終感到，單從事業上賺得的利潤無法讓他滿足，做善事彷彿已成為生命一部份，在他血液裡奔流。他亦相信，在利益與公益之間取得平衡，好比商業與藝術的完美結合。

病童歲月、可貴歷練

在眾多公職中，伍雋雄最關注的是醫療工作，尤其支持有關腎病、器官捐贈方面的工作；除了一直是病童基金會的董事，也積極推動加拿大腎臟基金會的器官捐贈運動及華人外展工作。這份熱忱源於對病人經歷的感同身受；追溯他的童年歲月，有不少時光在病床上渡過，為了洗腎，經常進出醫院，而且一洗便洗了16年，跟透析儀器一起的日子幾乎比上學的時間還多，然而他總是堅持不輟學，即使身體感到不適，還珍惜上學的時間，在同學面前也不會顯露半點「病態」。10年前，他又患了癌症，但依然工作如常，既沒有把病情掛在口邊，也總是以一股正能量感染身邊的人。

「不好的事總會有，挑戰總是無可避免，自己如何面對，才是關鍵所在。」這是他做人的座右銘。

「無論是遇上何種不幸或疾病，我也不會以這些來介定自己。」他相信，面對病痛的時候，有人會放棄，也有人會在復

原以後把一切忘得一乾二淨，絕口不提；「我卻剛剛相反，身處病榻的當兒默不作聲，到出來以後再回去做一點事，關心同路人的需要。」

「有些人以為我事事順境，甚麼都唾手可得，尤其是家族背景和關係，給我帶來一些特殊利益。其實，我的經驗證明，出來社會做事，即使有人介紹，自己能力不足的話，最終人家才不管你是何方神聖。」

「命由天定、運由己生」。伍雋雄自小至今，都走在一條憑一己意志和努力開創的人生路。在這背後，亦有成長中給他啟發和引導的人物，其中至為重要的是他的母親。

「5年前我接受了腎臟移植，那是媽媽捐給我的腎臟，這不可分割的關係，好比媽媽對我生命的深遠影響。」

母愛既是人倫關愛的典範，在伍雋雄眼中，母親亦對他的人生路向樹立了榜樣，並啟發了他如何在各方面追求一種平衡：「她常常教我投入社區、和保持文化承傳的重要，尤其在加拿大；而她亦同樣受我樂於施予的外祖父薰陶。所以我從20多歲便開始加入孟嘗會的義工行列，後來更成為每年重點籌款活動CATHAY BALL的創立委員之一。」

挑戰定律、自成典範

在土生土長的加國華裔之中，像伍雋雄一樣從小到大從不間斷地參與華人社區活動，並且保持滿腔熱誠、全情投入的，可說鳳毛麟角。

「很多人以為名人的子女順理成章會成為名人；事實上，很多社區名人的子女，名字都不見得是你我說得出。從我參加的多個委員會所見，成員幾乎都是年過50，我總是最年輕的成員。」

雖則概嘆新一代華裔青年領袖難尋，青少年一到畢業便與社區失去聯繫，然而作為一個領袖，他一直致力樹立良好典範，並給予他們支持與鼓勵；先後於1999年在其母校懷雅遜大學的電台/電視學院設立「伍雋雄傳媒獎學金」(Justin Poy Media Award)，專門資助三、四年級的學生，並且指定學生製作的主題，須圍繞人生中面對的重大挑戰；此外，亦曾任該學院的課程顧問委員，出錢、出力、也出腦。

求學的歲月對他而言最是難忘，因此中學母校The Toronto French School (TFS) 向他頒發的2013傑出校友獎 (Alumni of Distinction Award)，也成為他最感驕傲的獎項之一。

「這獎項最令我最感興奮和別具意義的是，在獲獎者之中我是唯一從事創意事業的。我自問不是個學者，回想起在中學的日子，課餘和週末不是搞藝術小組便是話劇小組。有幸我父母最想看到我們三兄弟追求自己醉心的事情，也對我們十分支持；而我自小醉心的就是藝術。」

對於年青新一代，他有鼓勵的話：「只要相信做得到，就必然做得到。」

伍雋雄以一股熱忱，身體力行這信念，此間繼續把心思時間精力花在醫療有關的公益事業。未來的心願，是希望進一步在微小之處助益病童，例如寫一本送給病童的故事書；這是出

於回想以前在醫院的日子，不時把自畫的漫畫送給院友，為他們帶來一點歡笑。

他也希望自己能透過在社區中擔當的不同角色，促進華人與加國社會共融，以及爭取華人在社區的地位；另一方面，作為一位生於加國的華人，他亦致力成為兩岸三地華裔移民的橋樑，促進多方的合作和了解。是以他每參加一個委員會，總會想到如何以不同的點子與華人社區串連成事。例如作為多倫多國際電影節的華人社區外展顧問團主席，他便爭取在新落成的TIFF電影院設立加華私人包廂(Chinese Canadian Community Box)。

此外，經常在傳媒亮相的他，亦即將為Rogers TV擔任全新電視節目「慈善在今天」<Philanthropy Today> 的監製及主持，節目內容將圍繞不同的慈善機構。

台上一分鐘、台下十年功。熱愛那麼多，時間哪裡來？

他語調一變，說出他心底熱愛的首位是家人。在百忙之中，他總會抽出時間陪伴家人；兩個女兒Daphne和April、加上雙親，一家三代一起享受生命，正是他心之所向、動力之源。



和母親攝於1980年
With mother in 1980



與父親Neville 和母親Vivienne
With parents Neville and Vivienne



獲頒加拿大青商基金會
企業魁楚獎的首屆獎項
Awarded the inaugural CYBF Entrepreneur
Champion Award



獲頒英女皇鑽禧勳章
Receiving the Queen's Diamond Jubilee Medal



與女兒Daphne (在) 和 April (右) 於2008年
腎臟移植手術後共渡假期
On vacation with daughters, Daphne (left) and
April (right), 12 weeks after kidney transplant in 2008



伍雋雄(左)與兄弟Ashley (右)、Carter(中)
Justin (left) with his brothers, Ashley (right) and
Carter (center), in China (1979)



於亞裔傳統月致詞
Delivering remarks during Asian Heritage Month



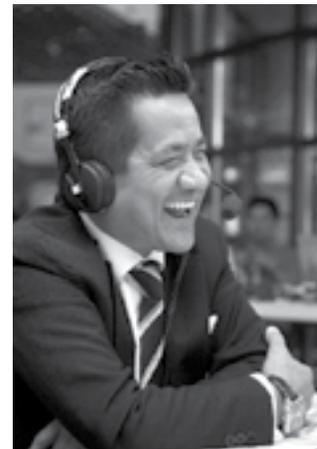
任籌款專業人士協會首次舉行的慈善會議主席
As Chair of first-ever Philanthropy Conference
for the Association of
Fundraising Professionals 2013



承祖父之蔭晉身共濟會大會堂成為大師傅
Following both grandfathers' footsteps, installed as
Worshipful Master of Masonic Lodge



與已故陸郎毅女士攝於安省心臟及中風
基金會的年度心聲餐舞會
With late Helen Lu at Heart & Stroke Foundation's
Sing For Your Heart Gala



於加拿大中文電台多倫多
病童醫院直播籌款中接受訪問
Interview on Fairchild Radio
during the SickKids Radiothon



宣佈在多倫多國際電影節TIFF
電影院設立加華私人包廂
Announcing the Chinese Canadian
Community Box at
TIFF Bell Light Box



於亞裔傳統月的文化
博物館表演
Performing at Museum of
Civilization during Asian
Heritage Month

Justin Brian Poy

It would be easy to believe that someone like Justin Poy, blessed with creative talents and arduous passion, with a family background as eminent as his, would naturally turn into a well-known philanthropist and one of the top talents in the field of creative media. But when one looks deeper into Justin's life, one discovers that, on the contrary, this success is not a matter of course. The creation of a legend in the making of a successful business together with a long history of community service is in reality the result of tremendous hard work and dedication.

In the eyes of many, Justin was born with a silver spoon in his mouth; his mother, an author and historian, was the first Canadian of Asian descent to be named to the Senate of Canada, and his father a plastic surgeon and avid photographer. Nurtured by loving parents, and no doubt having inherited their superior genes, Justin dreamed of becoming an artist when he was growing up. He started early, founding his own media design company with a niche marketing strategy soon after graduation.

Since then, Justin has won many awards in the media industry, including the Canadian Youth Business Foundation's first ever Entrepreneurship Champion Award, Summit International Creative and Emerging Media Awards for innovation in the use of high tech media, and awards from the Chinese Canadian Advertising, Media and Marketing Association (CCAMMA). The holoAd marketing service that Justin launched in 2002 using three-dimensional holographic technology was a perfect example of art and commerce combined. With a sharp eye for business, he saw the opportunities brought on by the wave of Chinese immigrants in the 90's, and has been targeting multicultural and Asian markets, a niche market that

he is quite successful in.

Justin's achievements in business are indeed remarkable, but his work extends also to the community. His many contributions have been well recognized - he was awarded the Queen's Golden Jubilee Medal in 2002 and the Queen's Diamond Jubilee Medal in 2012. Currently Justin serves on over 20 committees and four boards of directors. He also gets involved in the planning of several large charity events, including Asian Heritage Month and the Horizon Gala for Markham-Stouffville Hospital. In addition to contributing his expertise behind the scenes, Justin, a rather splendid singer, also performs au gratias at some of these fundraising events. Justin's external engagements outside his work life far exceed a regular nine-to-five job.

Justin says that in the past twenty years, he attends a board or committee meeting almost every evening. On occasions when he feels exhausted, he would contemplate reducing his involvement, but in the end he always concludes that business profits alone cannot give him the same satisfaction. Contributing to the community has now become an integrated part of his life, volunteering part of his blood. He also believes that achieving a balance between making a profit and doing public good would be just like a perfect marriage between art and commerce, and that has always been a goal for his media business.

Among all the non-profit work, Justin is most interested in medical related work, especially in kidney-related diseases and organ and tissue donation. Besides being a board director for the SickKids Foundation, he also actively promotes the Kidney Foundation of Canada's organ donation movement in the Chinese Canadian community. This enthusiasm originates from his

personal experience as a patient. Justin remembers much of his childhood being spent on hospital beds. He frequented hospitals for dialysis treatment for sixteen years, often spending more time with the equipment than going to school. Even when he did not feel well, he insisted on going to school. He treasured the time he spent in class, refusing to give a hint that he was sick in front of his classmates. Ten years ago when he had a bout of cancer he continued working as usual. Not wanting to talk about his illness, Justin would try to infuse positive energy to those around him.

“Bad things will happen to us whether we like it or not. I want my solutions to problems to be my legacy, not the challenges themselves.” This is his motto for life.

“No matter what kind of misfortune befalls me, I will not let it define me.” He believes that when facing illness, some of us will give up easily, and some of us will feel like the world owes us something. “I am the opposite. I am quiet when I am sick, but when I get better, I want to do something about the needs of those who were in the same situation as me.”

“Some people think that things always go smoothly for me. That I can get anything I want, and my family background and connections get me special treatment. They don’t know that in today’s world, even if you get an introduction, no one will give you a second look if you are not capable on your own merits.”

“Your destiny is in your own hands.” From when he was a child, Justin has always relied on his will power and hard work to make his own destiny. Behind all this, the most important person giving him guidance and advice is his mother, a woman of extraordinary poise and grace.

“Five years ago I received a kidney transplant from my mother. She was already my mentor and my biggest supporter. This act of love only reinforced what she had already taught me about being a parent and a good human being.”

A mother’s love is the best kind of love. In Justin’s eyes, his mother is also an inspiring role model for him. She has shown him the importance of striving for balance in all aspects of life. “She taught me to get involved in community work, and how important our cultural heritage is, especially in Canada. She had been influenced by her own father, who spent his life giving to others. When I was just over twenty, I began volunteering at Mon Sheong, and later I was one of the founding committee members of the Cathay Ball to raise funds for their Foundation.”

Among second generation Chinese Canadians growing up here, very few of them are like Justin, getting involved in the Chinese Canadian community from a young age. Even rarer are those who keep their passion after they grow up.

“Many people think that the children of prominent people would naturally become influential themselves. In truth, most of their children are unknown to me and you. The many committees that I sit on, most of the members are over fifty years old, and I am often the youngest member.”

It is a pity that young Chinese Canadian leaders are hard to find. Many young people do join youth groups, but quickly lose their connections with their community as soon as they graduate from high school or university. Yet as a leader, Justin is always focused on being a good role model, and provides the next generation with support and encouragement. In 1999 he set up the

Justin Poy Agency Award for the School of Radio and Television Arts (RTA) at Ryerson University, an annual award open to 3rd and 4th year students. This is awarded to a student who has produced a project that deals with overcoming life challenges. Aside from that, he was also the Chair of the Program Advisory Committee for the School of Radio and Televisions Arts, contributing not only his resources, but also his expertise.

His school days unforgettable to him, Justin is most proud of the Alumni of Distinction Award given to him in 2013 from the Toronto French School (TFS).

“I was excited to get this award and it means a lot to me because among all the awardees I was the only person in creative arts. When I was at TFS, which was purely an academic school in the 1980’s, I was always involved in drama or in an art exhibit after hours and on weekends. Fortunately my parents supported me in anything that made me happy. They wanted to see my brothers and I do something that we enjoy, and the area that I enjoyed as a child the most was art.”

Justin has encouraging words for the younger generation, “If you believe you can do it, then you can, but it doesn’t fall on your lap”. He lives his own words with passion. He continues to devote his time and energy to community affairs, especially those related to medical and healthcare issues. His wish is to do something, no matter how small, that will improve the lives of young patients. One such thought is to write a story book specifically for children who spend a lot of time in hospitals. As a young patient, Justin would draw cartoons to amuse his fellow hospital mates, bringing them a little bit of joy in their often very lengthy stays.

Justin also hopes that through his different roles in the community, he could promote the integration of Chinese Canadians in mainstream society, and raise the profile of Chinese Canadians in the community. On the other hand, as a Chinese born in Canada, he would also like to devote his energy to bridge the gap between the immigrants here and our three motherlands to improve collaboration and understanding all around. This is why whenever he joins a committee, he will always think about what angle he could target to benefit the Chinese Canadian community. As an example, as Chair of the Chinese Community Outreach Advisory Group for the Toronto International Film Festival (TIFF), he raised funds to have a private box in Theatre One named the Chinese Canadian Community Box.

This year, Justin is the producer and host of a program called ‘Philanthropy Today’ for Rogers TV York Region. There is a saying that it takes ten years to prepare for just one minute of a TV program. With so many passions, how does Justin find time?

Justin softens his voice when he talks about the family he loves. No matter how busy, he will always find time to spend with his family, his two daughters Daphne and April and his parents. His energy and his passion are fueled by the love for his family, and their love for him.