

Announcement of proceeds raised by the 15th edition of the Tour CIBC Charles-Bruneau

This summer, it's my turn to take the Tour! **\$1 650 000 raised for children with cancer**

MONTREAL, JULY 9, 2010 – A thundering round of applause greeted Pierre Bruneau and the 25 cyclists taking part in the Tour CIBC Charles-Bruneau as they arrived at the Montréal Science Centre late this afternoon. After travelling 600-plus kilometres over four days, our valiant riders received a warm welcome from Montreal Mayor, **Gérald Tremblay**, **Sylvain Vinet**, CIBC's Senior Vice-President of Retail Markets for Eastern Canada, as well as several children receiving treatment at the Centre de cancérologie Charles-Bruneau at CHU Sainte-Justine. Joining in the celebrations marking the final day of the Tour were **Pierre-Karl Péladeau**, president and CEO of Quebecor, **Pierre Dion**, president and CEO of Groupe TVA and actor **Sébastien Delorme**, each of whom joined the main field of riders for the 125-kilometre trek from Grandy from Montreal, together with 80 additional cyclists. In the company of **Annie Cardinal-Houde**, the spokesperson for the 15th edition, all were proud when it was announced that this major bike-a-thon had succeeded in surpassing its initial objective of \$1,025,000 by raising the incredible sum of **\$1 650 000**. The proceeds will serve to support the ongoing development of the Centre de cancérologie Charles-Bruneau at CHU Sainte-Justine as well as research on pediatric cancer.



"In spite of the oppressive heat in recent days, the cyclists redoubled their efforts by reminding themselves that it's far more exhausting to battle cancer every day than to put up with this kind of heat for four days. I'm proud to say that the efforts deployed by our cyclists, ambassadors, partners and the organizers of the Tour CIBC Charles-Bruneau have been richly rewarded today. This exceptional result will allow us to make a real difference in the lives of these children," said Pierre Bruneau, spokesperson for the Fondation Centre de cancérologie Charles-Bruneau.

Sylvain Vinet, CIBC's Senior Vice-President of Retail Markets for Eastern Canada, said that this edition of the Tour CIBC Charles-Bruneau held special significance for all employees of the CIBC: "Everyone knows someone or knows of someone who is fighting cancer. We at the CIBC found inspiration in a single person's name this year: 6-year-old Maya Lelièvre. In remission following a bout with myeloid leukemia, she's a fine example of courage for all of us. Pierre Delisle, Werner Imboden, Alain Loiseau and Jean Morin cycled for little Maya and her mother, Julie Plante, an employee of the CIBC for the last three years. The \$1 650 000 raised will go toward financing research on pediatric cancer so that more children like Maya can win their fight against cancer."

"I was very hot, but it was fun to follow the cyclists," said **Annie Cardinal-Houde**, the spokesperson for the 15th edition. Annie is now in remission after a battle with myeloid leukemia. From July 6 to 9, the young woman made the journey aboard a minivan in the company of her mother and two brothers, which enabled her to share her story with the cyclists and the families on hand for the Tour departures and arrivals. Thanks to the "pairing based on caring" initiative, each cyclist was able to visit the child he or she was sponsoring during the Tour. This initiative also gave a number of children the chance to enjoy some memorable moments in the company of the cyclists and appreciate the public's precious support for their fight against cancer.

The family component: Les mini-tours IGA Charles-Bruneau

Thanks to the involvement of 112 IGA stores, some 57 mini-tours IGA Charles-Bruneau events were held throughout the province. Thousands of Quebec families were thus able to combine fun with generosity by taking part in these bicycle rides. The first edition of the mini-tours was a resounding success. For further details, please visit www.IGA.net (click on Involvement).

About the Tour CIBC Charles-Bruneau

Under the theme, "This summer, it's my turn to take the Tour", our 26 cyclists departed from Rivière-du-Loup and made subsequent stops in the cities of Lévis, Trois-Rivières and Granby before returning to Montreal. To view photographs from the 15th edition, please visit www.charlesbruneau.qc.ca/tour-cibc.

About the la Fondation

For 20 years, the Fondation Centre de cancérologie Charles-Bruneau has had a mission to give children with cancer the best possible chance of recovery by supporting research and financing the creation and ongoing development of the Centre de cancérologie Charles-Bruneau at CHU Sainte-Justine. The Fondation believes that children with cancer have a right to receive the best care available so that one day, each can say, "When I grow up, I will be cured." For further details, please visit www.charlesbruneau.qc.ca.

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