

The 16th Tour CIBC Charles-Bruneau : A record sum of \$2 million for research in pediatric oncology

MONTREAL, JULY 8, 2011 – Excitement was running sky high at Montreal's Parc Maisonneuve when Pierre Bruneau, Paul Doucet and the one hundred cyclists from the 16th edition of the Tour CIBC Charles-Bruneau completed the final few metres of their 900-kilometre trek throughout Quebec. Our valiant riders were warmly welcomed by **Manon Barbe**, the Ville de Montréal executive committee member responsible for sports and leisure, **Sylvain Vinet**, Senior Vice-President, Distribution, Retail, Eastern Canada, CIBC, as well as several children receiving treatment at the CHU Sainte-Justine's Centre de cancérologie Charles-Bruneau. The energy was contagious as the crowd loudly cheered the participants, ramping up tenfold when our "heroes" – **7-year-old Laurence Chagnon**, **8-year-old Félix-Antoine Brin** and **12-year-old Anthony St-François** – announced that a record sum of **2 million dollars** had been raised. These proceeds will be remitted to the Fondation Centre de cancérologie Charles-Bruneau for purposes of financing major research projects in pediatric oncology.



"What an incredible welcome! Everywhere we went, we shared memorable and profoundly moving moments with people. These children are exceptional examples of courage, and we're extremely proud to allocate these funds to research and to continue the fight against cancer. It's a great victory for all of the cyclists, ambassadors, partners and organizers of the Tour CIBC Charles-Bruneau, but more importantly, for all of the children and families that dream of better days ahead," said **Pierre Bruneau**, spokesman for the Fondation Centre de cancérologie Charles-Bruneau. Mr. Bruneau was among the 25 experienced cyclists who travelled 600 kilometres between July 5 and 8, stopping in Tadoussac, Baie-St-Paul, Quebec City, Sorel and Montreal.

For **Sylvain Vinet**, Senior Vice-President, Distribution, Retail, Eastern Canada, CIBC, this result helps to fuel hope: "I couldn't be prouder of the amount raised. I'd like to personally thank all of our employees and clients for contributing so generously to the success of the 2011 Tour CIBC Charles-Bruneau. Thanks to you, we have reason to hope that the recovery rate will reach one hundred percent one day."

"Wow! That's a lot of money! Bravo papa!" exclaimed Laurence Chagnon, who was named "hero" of Ambassador's Day. Now in remission after being treated for a Wilms' tumour, Laurence had the pleasure of following her father and her uncle, who were among the 95 ambassadors taking part in the 16th edition of the Tour CIBC Charles-Bruneau. Also among the ambassadors completing the final 125 kilometres from Sorel to Montreal in the company of Pierre Bruneau were **Pierre-Karl Péladeau**, President and CEO of Quebecor, and **Pierre Dion**, President and CEO of Groupe TVA.

When he agreed to serve as spokesman for the two-day leg of the Tour, actor **Paul Doucet** could not have imagined that he would experience such as breathless 48 hours: "What an incomparable sensation! I'm so touched and extremely happy to have taken part in this event," he said. Departing from Sherbrooke, the cyclists completing the two-day leg travelled 300 kilometres to Montreal, with a stop in Granby.

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

Thanks to the IGA stores throughout the province, the mini-tours IGA Charles-Bruneau were presented once again this year, allowing thousands of Quebec families to combine fun and philanthropy by participating in cycling tours. This second edition of this initiative was a resounding success. For details please visit www.IGA.net (click on "Involvement")

Highlights of the Tour CIBC Charles-Bruneau

To consult the video capsules, daily updates and photos taken during this 16th edition of the Tour, please visit the Fondation's [Facebook](#), [Twitter](#) and [YouTube](#) pages, available at charlesbruneau.qc.ca/tour-cibc.

About CIBC

CIBC is committed to supporting causes that matter to our clients, employees and our communities. We aim to make a difference in communities through corporate donations, sponsorships and the volunteer spirit of employees. With a strategic focus on youth, education and health, and employee commitment, we are investing in the social and economic development of communities across the country. To learn more, visit www.communitymatters.cibc.com.

About the Fondation

Since 1990, la Fondation Centre de cancérologie Charles-Bruneau has had a mission to give all children with cancer the best chances of recovery by financing research and supporting the development of projects in the area of pediatric oncology. The Fondation believes that children with cancer have the right to receive the best care available so that one day, each can say, "When I grow up, I will be cured!" charlesbruneau.qc.ca

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