



## LAUNCH OF THE 15TH EDITION OF THE TOUR CIBC CHARLES-BRUNEAU **THIS SUMMER, IT'S MY TURN TO TAKE THE TOUR!**



**MONTREAL, JUNE 3, 2010** – With the holding of today's Midi du Tour presented by Kinatex Sports Physio, the Fondation Centre de cancérologie Charles-Bruneau proudly launches the 15th edition of the Tour CIBC Charles-Bruneau under the theme **"This summer, it's my turn to take the Tour!"** This year's edition of this major cycling tour runs from **July 6 to 9, 2010**, and its goal to raise the funds needed to give children with cancer the best chances of recovery. Organizers of this year's Tour CIBC Charles-Bruneau hope to surpass last year's impressive total of \$1,025,000 raised.

### **The 2010 Tour**

In solidarity with the children who wage a daily battle against cancer, some **25 men and women from the business community** will cycle a distance of almost 600 kilometres over four days. With the Tour's unique "pairing based on caring" initiative, the children will also be able to encourage the cyclists throughout the Tour. With "pairing based on caring," each child is coupled with a cyclist, and each will see his or her photograph emblazoned on the front of the cyclist's jersey for the duration of the Tour. The cyclists will also have a chance to meet their protégés during the Tour.

*Eight-year old Annie Cardinal-Houde, spokesperson for the 15<sup>th</sup> edition of the Tour CIBC Charles-Bruneau, is accompanied by Mr. Pierre Bruneau, spokesman for the Fondation Centre de cancérologie Charles-Bruneau, and Mr. Sylvain Vinet, senior vice-president, Retail, Distribution, Eastern Canada, CIBC, during the launch of the 2010 Midi du Tour, held on June 3<sup>rd</sup>, in Montreal.*

This 15th edition holds a special significance for **Pierre Bruneau**, spokesman for the Fondation Centre de cancérologie Charles-Bruneau: "I'm just thrilled with the involvement of each and every cyclist who's supported the cause of children with cancer from day one. Over the last 15 years, this event has served as a great inspiration for children receiving treatment at the Centre de cancérologie Charles-Bruneau at CHU Sainte-Justine; but the fight continues – until every single child is cured."

"I'm so happy to meet the cyclists today, and I'm here to tell them we should never lose hope," says **Annie Cardinal-Houde**, the spokesperson for the 2010 Tour CIBC Charles-Bruneau. The Senneville native celebrated her eighth birthday last April. Now in remission after a bout with acute myeloid leukemia, Annie was obliged to overcome several hurdles at a very young age. At just 13 months old, she was too young to understand her parents' pain on hearing the diagnosis: as well as chemotherapy and radiotherapy, Annie needed a bone marrow transplant. Five years later, the painful treatments now behind her, Annie has won her courageous battle against cancer.

For the **CIBC**, the current edition of the Tour is a source of collective pride for the bank's employees: "This year marks the fifth anniversary of our commitment as principal partner of the Tour CIBC Charles-Bruneau, and we're extremely proud to contribute to the success of this event via our branches throughout the province. We've fostered a deep sense of attachment to the children and families at the Centre de cancérologie Charles-Bruneau, and we know how important it is to invest in research aimed at finding a cure," says Mr. **Sylvain Vinet**, Senior Vice-President, Distribution, Retail, Eastern Canada, CIBC.

### **Ambassadors' Day**

On July 9, the final day of the Tour, some **70 additional cyclists** will join the main field of riders for the 125-kilometre trek from Granby to Montréal. Mayor Gérald Tremblay and Mr. Pierre Bruneau will be on hand at the Montréal Science Centre to welcome our valiant cyclists. Organizers will also take the opportunity to announce the total proceeds raised by the Tour's 15th edition.

## Itinerary

### **Monday, July 5 – 15th anniversary celebrations and departure of the cyclists aboard a bus (Montreal – Rivière-du-Loup)**

1 p.m.: Start of the 15th anniversary celebrations at the Centre de cancérologie Charles-Bruneau at CHU Sainte-Justine  
2 p.m.: Departure of the cyclists aboard a bus stationed in front of the Centre de cancérologie Charles-Bruneau at CHU Sainte-Justine  
7 p.m.: Arrival at the Rôtisserie St-Hubert (80, boulevard Cartier) in Rivière-du-Loup

### **Tuesday, July 6 – Grand departure of the cyclists taking part in the 15th Tour CIBC Charles-Bruneau (Rivière-du-Loup – Lévis, distance of 195 km)**

6:45 a.m.: Arrival of the guests taking part in the Tour's official departure ceremony, presented by Construction BML  
7:45 a.m.: Grand departure of the cyclists taking part in the Tour CIBC Charles-Bruneau (10, boulevard Cartier, Rivière-du-Loup)  
To be determined: 10- to 15- minute break in la Pocatière  
To be determined: 20- to 30-minute break at Montmagny city hall (143, rue Saint-Jean Baptiste Est)  
5 p.m.: Arrival at the Centre de congrès et d'exposition in Lévis (5750, rue J.B. Michaud), presented by CIMA +

### **Wednesday, July 7 (Lévis – Trois-Rivières, distance of 140 km)**

7 a.m.: Departure from Lévis, presented by IGA Lévis (57, boulevard Kennedy), and presentation of the cheque stemming from the mini-tours IGA C-B  
Noon: Lunch at the Centre communautaire Charles-Henri-Lapointe (100, rue de la Fabrique) in Sainte-Anne-de-la-Pérade  
4:30 p.m.: Arrival at Parc Champlain in Trois-Rivières (behind Trois-Rivières city hall)

### **Thursday, July 8 (Trois-Rivières – Granby, distance of 150 km)**

7:30 a.m.: Departure from the Delta hotel (1620, rue Notre-Dame Centre) in Trois-Rivières  
Noon: Lunch in Drummondville, presented by Canimex (285, rue Saint-Georges)  
4 p.m.: Arrival at Daniel-Johnson park in Granby (230, rue Drummond), presented by Papersource

### **Friday, July 9 – Seventy cyclists and ambassadors join the main field of riders for Ambassadors' Day (Granby – Montreal, distance of 125 km)**

8 a.m.: Start of Ambassadors' Day in Granby, presented at Papersource (875, boulevard Industriel)  
1:30 p.m.: Lunch in Candiac, presented by Cascades (77, boulevard Marie-Victorin)  
4:30 p.m.: Grand arrival at the Montréal Science Centre (Old Port of Montreal)

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

*Les mini-tours IGA Charles-Bruneau* are a premier cycling event for families intent on combining fun with generosity this summer. Presented throughout the province starting in June, this family activity is aimed at raising funds in support of the Fondation Centre de cancérologie Charles-Bruneau and its Tour CIBC Charles-Bruneau. Members of the public are invited to register at one of the 114 IGA stores taking part in the event. For a complete list of the IGA stores taking part and for further details on the *mini-tours IGA Charles-Bruneau*, please go to [www.IGA.net](http://www.IGA.net) and click on "Involvement."

### **The Midi du Tour, presented by Kinatex Sports Physio**

The Fondation would like to highlight to invaluable collaboration of Kinatex Sports Physio, Club Mansfield, Logica Sports, Place Ville Marie and Primeau Vélo in staging the third edition of the Midi du Tour. Taking part in this year's friendly virtual cycling race in support of children with cancer were **Karine Champagne** (TV host), **Sébastien Delorme** (actor), **Bruno Heppell** (former Montreal Alouettes football player), **Alexandre Goyette** (actor), **Michel Jean** (TV host), **Josée Lavigne** (professional fitness trainer), **Ève-Marie Lortie** (TV host) and **Marc Santerre** (head coach of the Carabins de Montréal).

The greater public is also invited to encourage the cyclists and support children with cancer by making an online donation at [www.charlesbruneau.qc.ca/tour-cibc](http://www.charlesbruneau.qc.ca/tour-cibc), by filling out the donation form available in CIBC branches throughout the province, or by attending the departures and arrivals scheduled as part of the Tour CIBC Charles-Bruneau.

### **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. For details, please visit [www.charlesbruneau.qc.ca](http://www.charlesbruneau.qc.ca).

– 30 –

**Source:** David Letky, public relations officer  
Fondation Centre de cancérologie Charles-Bruneau  
Tel.: (514) 256-0404, extension 230 Cell: (514) 219-6350 [dletky@charlesbruneau.qc.ca](mailto:dletky@charlesbruneau.qc.ca)