



**Press Release**  
***For immediate publication***

**A Record Edition for Tremblant's 24h!**

**Motivated by children's causes, participants raise more than \$3.1 million**

**Mont-Tremblant, December 11, 2016** – After more than 15,966 downhill runs by skiers and 28,899 km covered by walkers and runners, the 16<sup>th</sup> edition of Tremblant's 24h ended today with a record \$3,114,313 in donations. Motivated by children's causes, participants handily surpassed this year's ambitious target of \$2.7 million. In addition to hitting a new high in the fundraising race, the event also broke an attendance record: 2,800 skiers, runners and walkers took part in the 24-hour event, divided into a grand total of 306 teams.

"It's incredible! Year after year, I'm amazed by the generosity and commitment of participants, donors, collaborators and volunteers," said a visibly moved Simon St-Arnaud, producer of Tremblant's 24h since 2001. "Without them, the event would not be as successful as it is. So many people motivated by children, such a channelling of energy, awes and touches me to the core. Every new record is a further victory for sick and underprivileged children. On their behalf, all I can add is my thanks, 3,114,313 times!"

**An exceptional edition**

The 2016 edition of Tremblant's 24h was a standout in several ways. In addition to a record-breaking donation total, participation hit a new high. For the first time in the event's history, more than 300 teams took to the slopes and courses, accounting for nearly 3,000 participants in all. For an event that is renewed annually, the organizers hope that it will continue to grow in upcoming years.

From a programming standpoint, the 16<sup>th</sup> event was the setting for spectacular live shows. The second edition of the famous Boréale party at Chalet des Voyageurs was a huge hit with participants, thanks to a fabulous concert by Quebec band Valaire.

Saturday night saw the much-anticipated concert at the base of the slopes, under the musical direction of the very talented Mélissa Lavergne. The mountain reverberated to the roar of an enthusiastic crowd, which came for a lineup that included Antoine Gratton, Yann Perreau, Champion, Florence K and Rémi Chassé. Lavergne's expert coordination of the show, on the theme of top music hits from the 70s to the 90s, made this an unforgettable event. Closing the night on a high note, Radio Radio took to the stage to deliver a high-powered performance that kept the crowd dancing – and staying warm in the process!

### **United for children's causes**

Like other years, the 2016 Tremblant's 24h featured an impressive lineup of ambassadors who, along with meeting the 24-hour challenge with their respective teams, were on hand to support all event participants. The ambassadors were Benoit Gagnon, Philippe Fehmiu, Anne-Marie Withenshaw, Dominic Arpin, Marie-Claude Sabourin, Frédéric Plante and Yanick Bouchard, Lianne Laing and Stuntman Stu. New ambassadors were also proudly welcomed to the fold this year, with Olympic medallists Alexandre Bilodeau and Alexandre Despatie joining the 9 others. A number of celebrities were on hand to cheer for participating teams, among them Pierre Bruneau, Paul Doucet and Alexandre Dubé of the Fondation Centre de cancérologie Charles-Bruneau, and Éric Salvail, Mélanie Maynard, Rémi-Pierre Paquin, Réal Béland and more.

It is also important to mention the remarkable contributions of some of the teams, which distinguished themselves in the donation race by raising impressive sums for the cause:

Donation race, top ski teams:

- Oven-Baked Tradition : \$134,000
- Les vieux bambous de Morin-Heights-ski : \$49,042
- BMR Groupe Yves Gagnon : \$43,540

Donation race, top walk & run teams:

- Les vieux bambous de Morin-Heights-Marche et course : \$51,830
- Brookfield 9 : \$38,155
- Les Talons Fringuants, Jolicoeur Lacasse : 22,398

"Each year for the past 16 years, we have surpassed ourselves in supporting the causes of sick and underprivileged children. All of the deployed efforts have helped us raise more than \$20 million since 2001," said Patrick Malo, President, Tremblant 24h Foundation. "After shattering those records in 2016, we've raised the bar again for the next edition, but we're ready to double down in order to offer a unique and uplifting experience to everyone. We look forward to welcoming you next December 8 to 10, 2017 in Tremblant. Don't miss it!"

### **Worthy beneficiaries and major partners**

The striking outcome of Tremblant's 24h was made possible by the unflagging efforts and extraordinary participation of such important partners and major donors as Manuvie, TELUS, Brookfield Renewable, Helly Hansen, Kombi, Boréale, Air Transat, Van Houtte, Coca-Cola, Bon matin, Schneider Electric, CRI Agence, CGI, Adviso and Mont-Tremblant Resort. Year after year, these partners have been dedicated to Tremblant's 24h and its mission in support of the Fondation Centre de cancérologie Charles-Bruneau, Fondation Tremblant and the Ottawa Senators Foundation, the three beneficiaries of this fundraising event.

"Tremblant's 24h is an extraordinary community event, because it raises funds for charitable organizations while also getting people active and moving," explained Richard Payette, CEO of Manuvie Québec. "We at Manuvie want Quebecers to live long, happy and productive lives, so we encourage them to engage in physical activity, whether it be walking, running or skiing. Tremblant's 24h is such a good time that many Manuvie employees participate every year."

“TELUS has been involved in Tremblant’s 24h for 12 years now, and to date we’ve handed over more than \$875,000 to help improve pediatric healthcare services,” said Anne Belliveau, Executive Director, Communications and Marketing at TELUS. “This year, we encouraged participants to visit the Halte TELUS and pick up our special phone case, the miniature version of an original sweater design, to keep their devices warm and cozy. All proceeds went to the Tremblant 24h Foundation. Together, we can help make life better for children and youths in need.”

“CGI is proud to have taken part in this event for the 9<sup>th</sup> consecutive year,” asserted Frédéric Ciorra, Director, Consulting Services with CGI. “With six company teams this year, CGI raised more than \$76,000 for a cause that’s vital to us. As a technical expertise partner of the event, CGI was also pleased to provide solutions for the 24h transactional platform. At CGI, community involvement is one of our core values.”

### **About Tremblant’s 24h**

The 24h is, first and foremost, a commitment made by more than 25,000 donors every year. It is also an event which today draws crowds of upwards of 25,000, including almost 3,000 participants, sponsors, celebrities, musicians and journalists. Tremblant’s 24h is an annual sporting event for teams who sign up for one of three categories: skiing, walking or running. Registered teams undertake a donation race, with all profits going to three major foundations working on behalf of children’s causes. The teams comprise between 6 and 12 participants, who relay each other over a 24-hour period, either skiing, walking or running. Moreover, the event boasts major live concerts and a host of family activities throughout the weekend, making the whole experience an unforgettable memory for all.

Since 2001, Tremblant’s 24h has helped raise **more than \$20 million for sick and underprivileged children.**

**Join the conversation with the hashtag #24htremblant!**

*CNW is a proud media partner of Tremblant’s 24h.*

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### **Source**

24H Tremblant Foundation

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