



PRESS RELEASE
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**Toward the 10th edition
Hat trick for the 24h de Tremblant
A third million in three years for the children!**

Mont-Tremblant, December 13, 2009- Tremblant's 24h event has experienced a resounding success by bringing in an extraordinary \$ **1 510 912** thanks to record participation by 233 teams totalling more than 1800 participants, to the **Metro Cossette Orage** team that raised \$ **82 696**, and to the crucially important support of our partners. The funds raised will be turned over to three foundations: the Fondation Centre de cancérologie Charles-Bruneau, the Sens Foundation, and the Fondation Tremblant.

"We are proud to be able to provide such a large amount of money to the foundations that make a difference in children's lives. Thanks to everyone's participation, research can keep moving ahead, children's programs will be financed and we can imagine that we have helped make a child live unforgettable moments throughout the weekend" says Alain Brochu, Tremblant's vice-president of marketing and communications.

"Our objective to surpass the million dollars raised was ambitious and our remarkable team have put all the efforts possible to make this 9th edition a success. It sets the tone for the 10th edition! More records broken by our 9th edition! I would like to thank everyone involved, from near and far, in the 24h of Tremblant for having helped raise this much money. Together, everything is possible," says Simon St-Arnaud, producer of the 24h of Tremblant.

A lucrative team

Every year there are teams that particularly stand out by becoming totally involved in collecting donations. This year it was the **Metro Cossette Orage** that raised the most money: **\$82 696**. They will fly to Switzerland with Swiss International Airlines to participate in the Grand Prix 24h of Villars.

Involved artists

Numerous artists have performed all through the weekend. Jonas, Boom Desjardins Rock le Québec, Dubmatique, Izia, DJ Champion et ses G-Strings, Stefie Shock, Prototype-A, Yann Perreau and Ariane Moffatt rocked the place!

Partners who get involved

Volkswagen is proud to power the 24h of Tremblant. This year again, the goal was to raise as much funds as possible to help sick kids. In addition to powering the NRJ Volkswagen walk-athon, Volkswagen has donated \$100 to Fondation Centre de cancérologie Charles-Bruneau for each Golf City sold between November 3rd and December 11th, raising a total of \$51 000.

Thanks to the generosity of 90 TELUS participants and volunteers, of its 7 racing team, and of all the visitors of the TELUS Heat Zone, more than 89 000 \$ was donated to the beneficiary foundations and 700 nightlights were given to kids and to the Fondation Centre de cancérologie Charles-Bruneau. The little lamps, which were personalized with drawings by Marie-Mai, Alexandre Despatie and Étienne Boulay, will serve to bring a bit more well-being in the rooms of

kids. Partner of the 24 hours since now five years, TELUS has donated more than \$350 000 in order to improve the quality of life of children, sick or in recovery.

The second edition of the NRJ Volkswagen walk-o-thon has added \$ 40 000 to the funds raised.

The organization also relies on the support of Coca-Cola, Van Houtte, Snickers, Swiss International Airlines, Imprimerie L'Artographe, Columbia and Bula as proud partners in the event.

Visit tremblant.ca/24h to relive the 24 hours of Tremblant in photos and videos.

The 2010 edition of the 24 hours of Tremblant will take place December 10th to 12th for its 10th anniversary.

Rankings – donations

- 1. Metro-Cossette-Orange – \$ 82,696**
- 2. Intrawest Real Estate – \$63,163**
- 3. Les Cybèles de Volkswagen – \$58,254**
- 4. Women on Top – \$42,416**
- 5. Oven-Baked Tradition – \$37,020**

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NOTE TO MEDIA: Pictures to come in the next minutes on the ftp site below

<http://ftp.pingcommunication.ca:8000>

User name: visiteur

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The documents will be found in the following file: 24h Decembre 2009 – Remise de cheque