



## 16<sup>TH</sup> TOUR CIBC CHARLES-BRUNEAU: THREE CYCLING ITINERARIES TO FIGHT PEDIATRIC CANCER

**TADOUSSAC, JULY 5, 2011** – Shortly after 8:20 am today, the **25 cyclists** taking part in the 16<sup>th</sup> edition of Tour CIBC Charles-Bruneau gathered on Quai Tadoussac for the official start of their 600-km bicycle trek that will take them to **Baie-St-Paul, Québec City, Sorel** and **Montréal**. This year's Tour CIBC Charles-Bruneau runs from **July 5 to 8, 2011** and is intended to raise the funds needed to give **children with cancer** the best chances of recovery. **Pierre Bruneau**, TVA news anchor and spokesman for the Fondation Centre de cancérologie Charles-Bruneau, will join the cyclists for the four-day event, which culminates in their arrival at Montreal's Parc Maisonneuve on Friday, July 8, for the official announcement of the proceeds raised. Under the theme "**Our commitment – stronger than ever!**" the artisans of this major cyclist tour hope to surpass the sum of \$1,650,000 raised last year.

For **Pierre Bruneau**, the growing popularity of the Fondation's cycling event is equalled only by the passion embodied by each of the cyclists: "The Tour CIBC Charles-Bruneau is a very important event because it allows the Fondation to take its mission and its message to several cities in Quebec. Seventy percent (70%) of children treated at the Centre de cancérologie Charles-Bruneau come from outside of Montreal, so it's important to get out and meet these families in difficulty in order to support their fight."

### **Pairing Based on Caring**

Thanks to our "pairing based on caring" initiative, children with cancer will have a chance to encourage and inspire our cyclists, since each cyclist will have a photograph of a child with cancer emblazoned on the front of his or her jersey for the duration of the Tour. The cyclists will also have a chance to meet their protégés during the tour.



*In conjunction with the 16<sup>th</sup> edition of the Tour CIBC Charles-Bruneau, Pierre Bruneau, spokesperson of the Fondation Centre de cancérologie Charles-Bruneau, is accompanied by actor Paul Doucet, spokesperson of the two-day itinerary, journalist Yvan Martineau and the heroes Félix-Antoine Brin, Léa Sicard and Laurence Chagnon, on July 4, 2011.*

"My father will be riding his bicycle for four days to help sick children. Now that I'm doing better, I'll be able to follow him and encourage him," says **8-year-old Félix-Antoine Brin**, who has been named "hero" of the four-day itinerary. The Boucherville native is in remission following treatment for acute lymphoblastic leukemia. Félix-Antoine was diagnosed with cancer at the age of 2. After several rounds of chemotherapy and radiotherapy, he received a bone marrow transplant in September 2007. His health has since improved and he is anxiously awaiting his complete recovery, expected in 2012.

For **Sylvain Vinet**, Senior Vice-President, Distribution, Retail, Eastern Canada, CIBC, being able to contribute to the Tour's success has been a source of collective pride at the **CIBC** since 2006. "In the last five years, CIBC employees and clients have remitted close to \$1.4 million to the Fondation Centre de cancérologie Charles-Bruneau. As a principal partner, *our commitment is stronger than ever*, and we're well aware of the importance of each dollar collected for children with cancer. Again this year, five of our employees will cycle 600 kilometres for little Maya, who's been an example of courage to all of us." 6-year-old Maya Lelièvre is currently in remission following treatment for myeloid leukemia. Her mother, Julie Plante, has worked at the CIBC for four years.

### **Two-day Itinerary**

This morning, actor **Paul Doucet** was on-site to announce that he would be joining the **22 experienced cyclists** to complete the Tour CIBC Charles-Bruneau's two-day itinerary on **July 7 and 8, 2011**. Departing from Sherbrooke, the field of riders will travel to Granby and then Montreal, spanning a distance of almost 300 kilometres in less than 48 hours.

### **Ambassador's Day**

On July 8, the final day of the Tour, some **95 additional cyclists** will join the riders completing the four-day itinerary for the 125-kilometre trek from Sorel to Montreal. Organizers will then gather at Parc Maisonneuve to announce the total proceeds raised by the event. They will be joined by Montreal Mayor **Gérald Tremblay**.

## Four-day itinerary

### **Tuesday, July 5 – Grand departure marking the start of the 16th edition of the Tour CIBC Charles-Bruneau (Tadoussac – Baie-St-Paul, distance of 130 km)**

8 a.m. Arrival of guests for the official ceremony marking the start of the Tour  
8:30 a.m. Grand departure of the cyclists in Tadoussac, Quai de Tadoussac (165, rue Bord-de-L'Eau)  
10:35 a.m. 20-minute break in Saint-Siméon, Centre culturel Raymond-Marie-Tremblay (225, rue St-Léon)  
11:50 a.m. Lunch in Saint-Fidèle, Centre municipal de Saint-Fidèle-de-Mont-Murray (82, rue Saint-Fidèle)  
2:15 p.m. 20-minute break in Saint-Aimé-des-Lacs, Église de Saint-Aimé-des-Lacs (97, rue Principale)  
3:20 p.m. 10-minute gathering in St-Urbain, L'Hôtel de Ville (917, rue St-Édouard)  
4 p.m. Arrival in Baie-St-Paul, Place du citoyen de l'Hôtel de Ville (15, rue Forget) In case of showers : Salle du Conseil de l'Hôtel de Ville

### **Wednesday, July 6 (Baie-St-Paul – Québec City, distance of 120 km) - Start of the 2-day trek in Sherbrooke with Paul Doucet**

8:30 a.m. Departure from Baie-St-Paul, Hôtel Baie-St-Paul (911, boul. Monseigneur-de-Laval)  
9:35 a.m. 20-minute break in Petite-Rivière-St-François, Auberge St-Jean & Motels (1592, route 138, Saint-Cassien-des-Caps)  
11:55 a.m. Lunch in Saint-Ferréol-les-Neiges, Église de Saint-Ferréol-les-Neiges (3432, avenue Royale)  
2:25 p.m. 20-minute break in Québec, Parc de la Chute Montmorency (2490, avenue Royale)  
3:55 p.m. Arrival in Sainte-Foy, presented by PricewaterhouseCoopers, Parc Roland-Beaudin (929, avenue Roland-Beaudin)

### **Thursday, July 7 (Québec – Sorel, distance of 200 km)**

7 a.m. Departure from Sainte-Foy, Hôtel Classique (2815, boulevard Laurier)  
8:35 a.m. 15-minute break in Donnacona, Club de golf Donnacona (359, rue Notre-Dame)  
10:50 a.m. 15-minute break in Batiscan, Marina de Bastican (1500, rue Principale)  
12:10 a.m. Lunch in Trois-Rivières, Parc de l'Île-St-Quentin (10, Place de la Rosalie)  
2:15 p.m. 15-minute break in Louiseville, Centre sportif de Louiseville (360, avenue du Parc)  
4:40 p.m. Arrival in Sorel, Biophare de Sorel (6, rue St-Pierre)

### **Friday, July 8 – Ambassador's Day, 95 cyclists/ambassadors join the group (Sorel – Montreal, distance of 125 km)**

7:15 a.m. Arrival of the ambassadors in Sorel and ceremony presented by Cascades, Auberge de la Rive (165, chemin Ste-Anne)  
7:45 a.m. Departure from Sorel marking Ambassador's Day  
9:05 a.m. 15-minute break in St-Antoine-sur-Richelieu, Centre communautaire (rue des Saules)  
10:30 a.m. Lunch at Beloeil, Centre culturel (600, rue Richelieu) and announcement of the final proceeds raised by the mini-tours IGA Charles-Bruneau  
12:40 p.m. 45-minute break in Brossard, Club de golf de Brossard (boulevard du Quartier, near avenue de Catania)  
2:30 p.m. Celebrations of the grand arrival of the cyclists at Parc Maisonneuve in Montreal, (4601 Sherbrooke Street East)  
3:30 p.m. Closing ceremonies, announcement of the final proceeds and cocktail

### **To follow the cyclists**

Daily videos, photos of the event and complete coverage will be available on the [Facebook](#), [Twitter](#) and [YouTube](#) pages of the Fondation. The public is invited to show its support for our children with cancer and to encourage our cyclists by making an online donation at [charlesbruneau.qc.ca/tour-cibc](http://charlesbruneau.qc.ca/tour-cibc), by filling out a form available at CIBC branches throughout the province, or by attending the cyclists' departures and arrivals during the four days of the Tour CIBC Charles-Bruneau.

### **Possible interviews**

**Mr. Pierre Bruneau, Mr. Paul Doucet, Félix-Antoine Brin, Laurence Chagnon** and **all of the cyclists** taking part in the Tour CIBC Charles-Bruneau will be available for interviews throughout the four-day event. To schedule an interview, please contact **David Letky, communications officer, at 514 219-6350**.

### **Family component: Les mini-tours IGA Charles-Bruneau**

*Les mini-tours IGA Charles-Bruneau* are the most popular cycling events for families intent on combining fun and philanthropy. Presented throughout the province starting in June, this family activity is intended to raise funds for the Fondation Centre de cancérologie Charles-Bruneau, in conjunction with the Tour CIBC Charles-Bruneau. The total proceeds raised by the IGA stores taking part will be announced on **Friday, July 9, at the Centre culturel de Beloeil, starting at 11 a.m.** For details visit [www.IGA.net](http://www.IGA.net) (click on "Involvement").

### **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. [charlesbruneau.qc.ca](http://charlesbruneau.qc.ca).

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