

Tour CIBC

CHARLES-BRUNEAU



Fondation
Centre de cancérologie
Charles-Bruneau



For what matters.

PRESS RELEASE
FOR IMMEDIATE DISTRIBUTION

THE 14TH EDITION OF THE TOUR CIBC CHARLES-BRUNEAU GETS UNDERWAY

IT'S OUR TURN... TO CONTINUE THE FIGHT

MONTREAL, JULY 6, 2009 – At 7 o'clock this morning, in front of the Centre de cancérologie Charles-Bruneau at CHU Ste-Justine, the 25 riders taking part in the 14th running of the Tour CIBC Charles-Bruneau will begin their 600-kilometre bicycle trek that will take them to Montreal, Trois-Rivières, Joliette and St-Jérôme. Presented from **July 6 to 9**, the Tour CIBC Charles-Bruneau is intended to raise funds with the objective of giving children with cancer the best chances of recovery. The Foundation is proud to announce that three members of the group Simple Plan will take part in this year's event. On July 9, 2009, therefore, **Messrs. Chuck Comeau, Sébastien Lefebvre and Jeff Stinco** will join the field of riders as ambassadors for the final 125 kilometres leading to Montreal City Hall. Organizers of this year's event – under the theme '**It's our turn**' – hope to surpass the \$700,000 raised last year.

The 2009 Tour

Some **25 men and women from the business community** will mount their bicycles and travel more than 600 kilometres in four days in a gesture of solidarity with the children who wage a daily battle with cancer. The children, in their own way, will encourage the riders thanks to 'pairing based on caring,' an initiative whereby each rider will have a photograph of a child with cancer emblazoned on his or her chest for the duration of the Tour. Each rider will also have the chance to meet that child during the Tour.

For **Pierre Bruneau**, vice-president and spokesman for the Fondation Centre de cancérologie Charles-Bruneau, this year's theme reflects the riders' commitment to doing their part to finally beat pediatric cancer in Québec: "Children fighting cancer do so with courage and determination. For the riders, this is a chance to recognize their perseverance and support their fight. It's our turn to continue the fight so that all of these children can fulfil their dream of being cured."

"I'm delighted to accompany the cyclists for the four days. When they're tired, I'll be there to give them a little push," says **Émilie Dubé**, spokesperson for the 2009 Tour CIBC Charles-Bruneau. The Ste-Julie native just celebrated her tenth birthday. In January 2006, at the age of 6, Émilie was told the terrible news: she had a brain tumour. For 14 months, she received chemotherapy and radiotherapy treatments at the Centre de cancérologie Charles-Bruneau at CHU Sainte-Justine, and after a long period of nausea and difficulty walking, Émilie is now in remission. In March 2012, her recovery will be complete.

For **CIBC**, contributing to the success of the Tour by encouraging other Québec-based companies to join the fight is a responsibility that goes well beyond its role as sponsor. "CIBC is proud to have contributed to the success of the Tour CIBC Charles-Bruneau in the last four years and to support research on pediatric cancer. As principal partner of this event, it's our turn to continue the fight waged by children with cancer by promoting awareness in the business community of the importance of each dollar raised for the Fondation Centre de cancérologie Charles-Bruneau. We invite companies to help us meet our coveted goal – finding the ultimate cure," said Mr. **Sylvain Vinet**, Senior Vice-President, Retail Distribution, Eastern Canada, CIBC.

Ambassadors' Day in Trois-Rivières

This year, thanks to the initiative shown by **Mr. Yves Lévesque**, mayor of Trois-Rivières, the first ever **Trois-Rivières Ambassadors' Day** will be held on **July 6, 2009**, the first day of the Tour CIBC Charles-Bruneau. Ten ambassadors will thus join the Tour riders for the 55 kilometres separating the municipality of St-Barthélemy from the city of Trois-Rivières. On hand to welcome the ambassadors to Parc Champlain (behind Trois-Rivières City Hall) will be Mayor Yves Lévesque and Mr. Pierre Bruneau.

The CIBC Charles-Bruneau Tour – Ambassadors' Day

On **July 9**, the final day of the Tour, **some 40 additional cyclists, accompanied by members of the group Simple Plan**, will join the main field of riders for the trek between St-Jérôme and Montreal. Mayor Gérald Tremblay and Mr. Pierre Bruneau will be on hand to welcome our intrepid cyclist to Montreal City Hall, where organizers will present a cheque for the total proceeds raised by the event's 14th edition.

The Itinerary

Monday, July 6 – 10 cyclists-ambassadors from Trois-Rivières will join the main field of riders

7 a.m.: Departure from the Centre de cancérologie Charles-Bruneau at CHU Sainte-Justine
12:15 p.m.: Lunch in St-Barthélemy (Parc de la Fabrique, 601, rue York)
4:30 p.m.: Arrival in Trois-Rivières (Parc Champlain behind city hall, 1325, Place de l'Hôtel-de-Ville)

Tuesday July 7

8 a.m.: Departure from Trois-Rivières (Hôtel Delta, 1620, rue Notre-Dame)
12:45 p.m.: Lunch in Saint-Justin (Bicycle rest area, near the St-Justin church, 541, rue Duchesnay)
4:30 p.m.: Arrival in Joliette (Parc Lajoie, corner of Lajoie, St-Barthélemy and Archambault)

Wednesday, July 8

8:30 a.m.: Departure from Joliette (Château Joliette, 450, rue St-Thomas)
12:30 p.m.: Lunch in Ste-Marguerite-du-Lac-Masson (Parc Édouard-Masson, 9 chemin des Hauteurs)
4:30 p.m.: Arrival in St-Jérôme (Place de la Gare)

Thursday July 9 – 40 cyclists-ambassadors will join the main field of riders

7:30 a.m.: Departure from St-Jérôme (Cascades Fine Paper Group Inc., Rolland Div., 2, Rolland Avenue)
1:10 p.m.: Lunch in Dorval (Sarto-Desnoyers Community Centre, 1335 Lakeshore Road)
4 p.m.: Arrival at Montreal City Hall (275, rue Notre-Dame Est)

The general public can show support for children with cancer and encourage the riders and members of the group Simple Plan by making an online donation at www.charlesbruneau.qc.ca/tour-cibc/en. Donation forms are also available in CIBC branches throughout the province, and people are also invited to encourage the riders by showing up for departures and arrivals on the Tour CIBC Charles-Bruneau.

About the Foundation

Created in 1990, the Fondation Centre de cancérologie Charles-Bruneau has a mission to give children with cancer the best chances of recovery by supporting research and financing the ongoing development of the Centre de cancérologie Charles-Bruneau at CHU Sainte-Justine. The Foundation believes that children with cancer have a right to receive the best available treatment so that one day, they can all say: "When I grow up, I will be cured!" For further details, please visit www.charlesbruneau.qc.ca.

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