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## Conclusion of the 14th edition of the Tour CIBC Charles-Bruneau

**It's our turn... to make a difference:  
\$1 025 000 raised in support of children with cancer!**

**MONTREAL, JULY 9, 2009** – There was plenty of emotion in the air as the 25 riders and 40 ambassadors of the Tour CIBC Charles-Bruneau entered the final stretch leading to Montreal City Hall in the late afternoon. After travelling more than 600 kilometres in four days, our courageous riders were warmly welcomed by **Pierre Bruneau**, vice-president of and spokesman for the Fondation Centre de cancérologie Charles-Bruneau, **Gérald Tremblay**, mayor of Montreal, and **Sylvain Vinet**, CIBC's Senior Vice-President of Retail Markets for Eastern Canada. Accompanied by **Émilie Dubé**, the spokesperson for the 14th edition, the three men proudly announced that the major bicycle trek had raised the incredible sum of **\$ 1 025 000**, widely surpassing the fundraising goal of \$850,000. The proceeds will serve to finance the ongoing development of the Centre de cancérologie Charles-Bruneau at CHU Sainte-Justine as well as research on pediatric cancer.

"This terrific result gives hope to the children and the families who wage a daily battle with cancer. It's also a richly deserved reward for all of the cyclists, ambassadors, partners and organizers of the Tour CIBC Charles-Bruneau. The proceeds from our Tour will make a real difference in the lives of these children," says Pierre Bruneau, vice-president of and spokesman for the Fondation Centre de cancérologie Charles-Bruneau.

For Sylvain Vinet, CIBC's Senior Vice-President of Retail Markets for Eastern Canada, this excellent result reflects both the commitment of CIBC to this cause and the great generosity of the business community in Québec. "We're extremely proud of the amount raised. The numbers speak for themselves: they show that people and companies were inspired by Charles to help make a difference in the lives of children with cancer. With this \$1 million, the Fondation will be able to pursue its mission to support the Centre de cancérologie Charles-Bruneau and its researchers," said Vinet.

"I had fun encouraging the cyclists and sharing my experience with the people I met, especially the members of Simple Plan," said Émilie Dubé, spokesperson for the 14th edition of the Tour CIBC Charles-Bruneau. Together with comedian Sébastien Delorme, the three members of the Montreal-based group – Chuck Comeau, Sébastien Lefebvre and Jeff Stinco – cycled close to 125 kilometers on final day, alongside the 35 ambassadors who also joined the field of riders.

Several families came out to meet the cyclists, each of whom sponsored a child being treated at the Centre de cancérologie Charles-Bruneau at CHU Ste-Justine thanks to the "pairing based on caring" initiative. As well as providing these children with memorable moments in the company of the cyclists sponsoring them, this meeting allowed them to see that they enjoy the full support of the population in their fight against cancer.

### **About the Fondation**

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 Fondation 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](http://www.charlesbruneau.qc.ca).

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