

Tour CIBC

CHARLES-BRUNEAU



Fondation
Centre de cancérologie

Charles-Bruneau



Pour ce qui compte
dans votre vie



PRESS DOCUMENT

July 5 to July 8, 2011



► La 16^e édition du Tour CIBC Charles-Bruneau

Presented from **July 5 to 8, 2011**, the CIBC Charles-Bruneau Tour will see some 100 men and women from the business community ride their bicycles alongside spokesmen **Pierre Bruneau** and **Paul Doucet** in support of the fight waged daily by children with cancer.

The Tour CIBC Charles-Bruneau is on its way to becoming one of the largest fundraising activities in Quebec. Thanks to its major partners and the commitment of its many participants, the event has **generated more than \$5,343,000 since 1995**. Last year, the Tour CIBC Charles-Bruneau exceeded its objective by raising the incredible sum of \$1,650,000. Buoyed by their success, organizers intend step up their efforts to meet the ever-growing priorities of the Centre de cancérologie Charles-Bruneau at CHU Sainte-Justine.

Children with cancer will serve as spokespersons for the event. This “pairing based on caring” concept makes it possible to share stories of courage with the community – stories that speak to the importance of investing in research on pediatric cancer with the ultimate objective of finding a cure.

For interviews, media representatives are invited to communicate with David Letky, communication officer. Pierre Bruneau, Paul Doucet, our three heroes and all the cyclists are available for interviews.

Finally, we invite you to take part in the **big arrival celebrations** as all the cyclists of the three treks will arrive on **Friday, July 8, 2011, at 2:30 pm, at Maisonneuve Park in Montreal**.

► Media interviews and information

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► To follow the cyclists



Daily Proceedings
charlesbruneau.qc.ca/tour-cibc



Updates and Live Interviews
[@TourCIBCBruneau](https://twitter.com/TourCIBCBruneau) // [@fcharlesbruneau](https://twitter.com/fcharlesbruneau)



Daily Videos
youtube.com/fcharlesbruneau

Pictures of the Event
facebook.com/fcharlesbruneau

► 4 day-trek – July 5 - 8 2011

Tadoussac – Baie St-Paul – Québec – Sorel - Montréal
600 km in 4 days

The four-day trek will see some **20 men and women from the business community join Pierre Bruneau** to cycle more than 600 km in support of the fight waged by children with cancer. This team is now fully formed.

All the cyclists from the three treks will arrive simultaneously in Montreal for the celebrations of the final day on **Friday, July 8, 2011, at MaisonneuvePark.**

Map of the trek : charlesbruneau.qc.ca/tour-cibc (4 days cyclists section)

► Our hero for the four-day itinerary



Félix-Antoine Brin, age 8
In remission following treatment for acute lymphoblastic leukemia

“Hello! My name is Félix-Antoine, and I’ve been in remission since September 26, 2007. On that day, I was lucky to receive a bone marrow transplant that saved my life. I can’t wait to follow the cyclists for four days so that I can share my story with them, but mostly so that I can encourage them during the difficult times. My father will be joining the riders for the second year. Go go go!”

► Our spokesperson for the four-day itinerary

Pierre Bruneau, spokesman for the FCCCB
TVA news anchor



Pierre Bruneau, spokesman for the Fondation Centre de cancérologie Charles-Bruneau and TVA news anchor, will take part in his 16th consecutive Tour as a cyclist.

“All of the cyclists are totally dedicated to this cause in the profound belief that each kilometre travelled represents a victory for the children who fight daily for survival. The determination shown by our young people has convinced newcomers to join the veterans of the Tour. Our commitment truly is stronger than ever!”



► **Two-day itinerary – July 7 and 8, 2011**

Sherbrooke – Granby – Montreal
300 km in two days

This year, the Tour CIBC Charles-Bruneau is innovating by giving **25 experienced cyclists** the opportunity to take part in a 300-kilometre trek spanning two days.

Map of the itinerary: charlesbruneau.qc.ca/tour-cibc (Section for two-day cyclists)

► **Our hero for the two-day itinerary**

Anthony St-François, age 12

In complete remission following treatment for acute lymphoblastic leukemia

"Hello! My name is Anthony, and I'd like to share my story with you. In January 2003 I was four years old when my health began to deteriorate: I had one flu after another, fever and loss of appetite, and I was pale and extremely tired. Eventually I went to a medical clinic, and on February 20, 2003, my doctor announced that I had acute lymphoblastic leukemia. That's when my fight against cancer began.

I was then transferred to the Centre de cancérologie Charles-Bruneau at CHU Ste-Justine to start chemotherapy treatment. I spent the next 102 weeks travelling between the hospital and home. The Centre de cancérologie Charles-Bruneau literally became my home away from home, and it had everything my family needed to get through this difficult time. From the very outset, the doctors at the Centre helped to give us hope and confidence. The doctor told me that, thanks to years of research, the recovery rate for leukemia was at eighty percent. What a relief to know there was hope! In September 2004, with only seven months of treatment left, I received my doctor's permission to return to school. I also asked my parents to sign me up for hockey, as they did for my brother. Playing my favourite sport helped to keep my spirits up, and on May 31, 2010, I received the news that I was completely recovered. For me, hockey is partly about the battle for victory. But leukemia is a battle for life ..."



► **Our spokesperson for the two-day itinerary**

Paul Doucet, actor

"I'm in good health, and so are my wife and children. But what happens when disease strikes from one day to the next? That's the story of each family burdened with a cancer diagnosis. Mere survival becomes their new challenge, and they must face it every day. They didn't ask for it, they weren't given a choice, but they do it just the same. Those of us who enjoy good health have a choice: we can do nothing or we can be inspired by their courage. I chose to be inspired. When I board my bicycle, therefore, I'll be doing it for Suzanne and Réjean, who lost their son but are still fighting; for Zachary, who's so small; for David and his mother Francine, who have nothing left but themselves ... And for Molly, who's finally cured, and Véronique, who couldn't take it anymore ... So come along and let yourself be inspired—after all, these people are heroes."



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► **Ambassador's Day – July 8, 2011**

Sorel – Montreal
150 km in one day

For the third consecutive year, Ambassador's Day will see **100 cyclists** join the main field of riders for the final 150 kilometres from Sorel to Maisonneuve park in Montreal on **July 8, 2011**.

Map of the itinerary: charlesbruneau.qc.ca/tour-cibc (Section on Ambassador's Day)

► **Our heroine for Ambassador's Day**

Laurence Chagnon, age 7
In remission following treatment for a Wilms' tumour



"My name is Laurence, and I'm seven years old. At the age of two I was diagnosed with a Wilms' tumour (a kidney tumour). I had several chemotherapy treatments and one surgery (a kidney ablation), followed by radiotherapy treatments. Next August, it will be four years since my last treatment. I like gymnastics and skiing, and I'm making the most of life. I believe it's important to become involved with the Fondation Centre de cancérologie Charles-Bruneau and to help children who need care, just as I did!"

► **The public is invited to support our cyclists**

Members of the public are invited to demonstrate their support for children with cancer by encouraging our cyclists with an **online donation**: charlesbruneau.qc.ca/tour-cibc

People may also fill out a **donation form**, available at CIBC branches throughout the province.

Finally, the public is also invited to **attend the departure and arrival** of cyclists taking part in the different itineraries on the Tour CIBC Charles-Bruneau. Those who do will have an opportunity to meet and encourage the cyclists.

► **Communications**

This year's theme, **"Our Commitment – Stronger than Ever!"** is intended to inspire our cyclists to pedal for Félix-Antoine, Anthony, Laurence and the thousands of Quebec children waging a courageous battle against cancer.

► **Financial objective**

To surpass the \$1,650,000 raised last year. All proceeds will go toward the ongoing development of the Centre de cancérologie Charles-Bruneau at CHU Sainte-Justine and to pediatric cancer research in Quebec.

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► **Les mini-tours IGA Charles-Bruneau**

The family component of the Tour CIBC 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.

Complete details are available at www.IGA.net (click on “Involvement”)

Les mini-tours IGA Charles-Bruneau:

- Some **112 IGA stores** throughout the province take part.
- Some **57 mini-tours IGA Charles-Bruneau** will be presented in administrative regions

► **The Fondation Centre de cancérologie Charles-Bruneau**

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. Information: charlesbruneau.qc.ca.

► **Some statistics**

Pediatric cancer in Quebec

- Cancer is the leading cause of death among persons aged 1 to 18
- More than half of children with cancer are under 5 years old at the time of diagnostic
- Since 1980, rates of recovery from lymphoblastic leukemia have gone from 35% to more than 85 %.

The Centre de cancérologie Charles-Bruneau...

- The Centre de cancérologie Charles-Bruneau, the only facility of its kind in Quebec, enjoys an international reputation
- All pediatric bone marrow transplants in Quebec are conducted at the Centre de cancérologie Charles-Bruneau
- More than 1,100 children are followed annually at the Centre de cancérologie Charles-Bruneau

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