



PRESS RELEASE
FOR IMMEDIATE RELEASE

Finish of the 13th Tour CIBC Charles-Bruneau

Fundraising goal exceeded: \$700,000 raised for children with cancer

Montreal, July 10, 2008 – The 25 cyclists of the 13th Tour CIBC Charles-Bruneau, having pedalled some 600 km over the four last days, arrived at Montreal's city hall today, accompanied by the 20 *ambassadeurs* who had been escorting them on bike since Saint-Jean-sur-Richelieu. The fruits of their great show of solidarity: \$700,000 of funds raised for the Fondation Centre de cancérologie Charles-Bruneau for the benefit of children with cancer.

At the finish ceremony at the Hôtel de Ville, attended by Mayor of Montreal, Gérald Tremblay, the cyclists—all volunteers and bike enthusiasts—were welcomed by some of the children with whom they had been paired. The participants of the tour, having braved inclement weather and having reached their physical limits, can now truly identify with this year's theme: **Solidarity. Courage. Hope.**

Since July 7, the cyclists have covered 600 km, leading them from Montreal to Drummondville, over Sherbrooke and Saint-Jean-sur-Richelieu. Throughout the route, they carried on their heart the photo of a sick child, reminding them of the importance to continue the battle against cancer.

For the spokesperson of the Tour 2008, Delson Lafrenière, the mission was accomplished: "We had determined teams and our goal was not only reached but exceeded. That gives us a lot of hope."

Pierre Bruneau, spokesperson for the Fondation Centre de cancérologie Charles-Bruneau, for his part declared: "The results of the 13th Tour are not just a matter of money; they are, in addition, concrete expressions of solidarity and courage by the children and the participants."

"We are proud of the amount raised. The numbers speak for themselves: they demonstrate the determination and solidarity of the people involved and allow the children with cancer and their families to maintain hope. The Fondation will be able to pursue its mission of supporting cancer research and the Centre de cancérologie Charles-Bruneau," said Sylvain Vinet, Senior Vice-President, Retail Distribution, Eastern Canada, CIBC.

About the Fondation

Established in 1990, the Fondation Centre de cancérologie Charles-Bruneau is a non-profit agency. Its mission is to give children with cancer the best chances of recovery by supporting research and financing the creation and continued development of the Centre de cancérologie Charles-Bruneau of the CHU Sainte-Justine. The Fondation believes that children have a right to receive the best care available so they can all say one day: "When I grow up, I will be cured!" For complete information, visit the website at www.charlesbruneau.qc.ca.

– 30 –

Source: Fondation Centre de cancérologie Charles-Bruneau

Information: Véronique Arsenault
Morin Public Relations
Tel.: 514-289-8688, ext. 227
Cell.: 514-923-9371
veronique@morinrp.com