



NEWS RELEASE
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Launch of the 13th edition of the Tour CIBC Charles-Bruneau

SOLIDARITY. COURAGE. HOPE

Montréal, June 19, 2008 – The Fondation Centre de cancérologie Charles-Bruneau launches today the 13th edition of the Tour CIBC Charles-Bruneau on the theme **Solidarity, Courage, Hope**. The Tour seeks to raise funds in order to give children suffering from cancer the best chance of recovery. This year's goal is to better the \$500,000 raised last year.

According to Pierre Bruneau, spokesman for the Fondation Centre de cancérologie Charles-Bruneau, this year's theme sends a strong, encouraging message: "**Solidarity** for all those who are involved, and the business community in particular. **Courage**, which is shown by the sick kids, is what inspires us so much. **Hope** for the hope of finding a cure and the hope the money raised means for the advancement of research."

"I learned never to give in, always persevere, pursue my dreams, and now I want to make them come true," noted Delson Lafrenière, spokesperson for the Tour CIBC Charles-Bruneau 2008. Delson Lafrenière, from Saint-Hyppolite, is 16 years old. In June 2006, at age 14, he was diagnosed with non-Hodgkin lymphoma. He was treated at the Centre de cancérologie Charles-Bruneau of the CHU Sainte-Justine for 6 months, where he received chemotherapy treatments. He lost his hair, had nausea and migraines, and had to learn to walk again. Delson is now in remission, and a full recovery is predicted for September 2008.

CIBC is sponsoring the Tour again this year. "When I see many other companies working hand in hand with us in the Tour CIBC Charles-Bruneau, I tell myself that solidarity exists, and that the cause of children with cancer truly inspires courage," mentioned Sylvain Vinet, Senior Vice-President, Retail Distribution, Eastern Canada, CIBC.

The 2008 Tour

The 2008 Tour CIBC Charles-Bruneau is a bicycle trek covering close to 600 km through Québec, in four days from July 7 to 10. Twenty-five business men and women will mount their bikes to support the daily fight children suffering from cancer have to wage. Each cyclist is paired with a child battling cancer, and will wear the child's photo over his or her heart for the duration of the ride. This heart-to-heart pairing is a source of motivation for the cyclists, who all have the pleasure of meeting their young supporters during the event.

This bike tour is a chance to share stories of courage with the community, stories that testify to the importance of investing in pediatric cancer research in order to find a final cure.

In addition to the cyclists, who will ride the full 600 km, twenty additional cyclists called **Ambassadors** will join the pack to ride the segment between St-Jean-sur-Richelieu and Montréal (City Hall) on the last day. The total amount of money raised will be announced in a ceremony attended by the Mayor of Montréal.

Itinerary:

Monday, July 7:

Leave the Centre de cancérologie Charles-Bruneau at CHU Sainte-Justine
Lunch in Saint-Hyacinthe
Arrive in Drummondville

Tuesday, July 8:

Leave Drummondville
Lunch in Danville
Arrive in Sherbrooke

Wednesday, July 9:

Leave Sherbrooke
Lunch in Waterloo
Arrive at St-Jean-sur-Richelieu

Thursday, July 10:

Leave St-Jean-sur-Richelieu. **20 Ambassador cyclists join the group.**
Lunch in Candiach
Arrive at Montréal City Hall

The public is invited to show its solidarity with children battling cancer by making a donation online at www.charlesbruneau.qc.ca/en/ or by calling 1 877 256-0404.

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.

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