

Le mois des
Câlins
de Sainte-Justine



Official broadcaster



Presenting partner



PRESS RELEASE

Launch of the 12th annual *Mois des Câlins de Sainte-Justine*: Pick up your “Rose Câlins” Lip Perfector and send a hug to the kids of Sainte-Justine!

Montreal, January 30, 2018 — The **CHU Sainte-Justine Foundation** and its steadfast partners, **Rythme FM**, **Jean Coutu** and **Clarins**, once again invite Quebecers to generously support the *Mois des Câlins de Sainte-Justine* – Hug Month! – now in its 12th year. A total of 30,000 units of Clarins “Rose Câlins” Lip Perfector are currently available for purchase, while supplies last, at 346 Jean Coutu stores across the province. For every \$20 Lip Perfector sold, Clarins and Jean Coutu have partnered to donate \$10 to the CHU Sainte-Justine Foundation.

Our caring, dedicated Hug Fairies

The *Mois des Câlins de Sainte-Justine* would not be what it is today without the support of the personalities of 105,7 Rythme FM, who are stepping up to the plate again this year and asking their big-hearted listeners to do the same. **Hug Fairies** Mitsou, Julie Bélanger, Marie-Eve Janvier, Marie-Soleil Michon, Stéphane Bellavance, Jean-Philippe Dion, Philippe Pépin and Sébastien Benoit will encourage the public to pitch in and deliver a **message of hope and love to the children and families of Sainte-Justine**.

Ongoing support for children with neurodevelopmental disorders

For the sixth year in a row, the proceeds of the *Mois des Câlins* campaign will be directed toward the **CHU Sainte-Justine’s Integrated Centre for Child Neurodevelopment (CIRENE)**. The funds raised by this 12th edition will be used, among other things, to develop personalized solutions for young patients with neurological conditions such as autism spectrum disorder (ASD) and attention-deficit/hyperactivity disorder (ADHD).

“The earlier neurodevelopmental disorders are screened, diagnosed and treated, the better the outcome for the child’s development. That’s why the CIRENE program aims to take action as quickly as possible, with screening at around age two, to mitigate the psychosocial consequences of neurodevelopmental conditions and treat them with more personalized therapies that are better adapted to individual needs,” said CIRENE head, Dr. Lionel Carmant.

The CIRENE project is the only one of its kind in North America and is essential for the future of children throughout Quebec.

TVA Publications: staunchly committed to the cause

TVA Publications is delighted once again to raise funds in conjunction with the *Mois des Câlins de Sainte-Justine*. **Between February 1 and 28, 2018**, for each packaged double issue of *7 Jours* and *La Semaine* purchased at a Jean Coutu in Quebec, \$1 will be donated to the CHU Sainte-Justine Foundation.

Hug-friendly drawing contest as popular as ever

More than 1,000 talented young artists from all over the province were eager to “Draw a Hug” as part of this year’s *Dessine-moi un câlin* contest. The grand prize went to six-year-old Alexandre from Montreal, whose entire kindergarten class sent in an entry. Not only is Alexandre’s drawing featured on the Lip Perfector packaging, but he was also awarded a \$1,000 gift card to spend on books and toys. The fifth annual edition of the contest is on now: children aged five to twelve have until February 16 to submit their artwork.

For more information on the *Mois des Câlins de Sainte-Justine* campaign and the *Dessine-moi un câlin* drawing contest, go to calins.ca (in French only).

Be sure to visit our partners’ websites at jeancoutu.com, rythmefm.com and clarins.com.

You can also follow the campaign on social media using the hashtag [#moisdescalins](https://twitter.com/moisdescalins).

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About the CHU Sainte-Justine Foundation

The CHU Sainte-Justine Foundation’s mission is to engage the community and support the CHU Sainte-Justine in its pursuit of excellence and its commitment to providing children and mothers with one of the highest levels of healthcare in the world, now and in the future. fondationsaintejustine.org/en/

Source: CHU Sainte-Justine Foundation

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CHU Sainte-Justine
Foundation

For the love of children

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