



T 514 345 · 4710
F 514 345 · 4718
1 888 235 · DONS
info@fondationstejustine.org
fondationstejustine.org

5757 Decelles Avenue
Suite 500
Montreal QC H3S 2C3

News release
For immediate release

The CHU Sainte-Justine Foundation unveils its new communication platform

Montreal, June 13, 2018 – The CHU Sainte-Justine Foundation is entering a new era. After 30 years of philanthropic activity, we are revamping our visual identity. The one and only goal of this change, which includes a new logo, a [new digital platform](#) and new tools, is to pursue and increase our support for the [CHU Sainte-Justine](#).

We are grateful for the generous collaboration of Ig2, who worked diligently to realize our identity makeover. Always guided by our deep love for children and family, the Foundation is aligning with the modernization that has been taking place at the CHU Sainte-Justine since the inauguration of its new buildings in 2016. The spirit of leadership, excellence and innovation that revolves around patients will now be embodied in the Foundation's new identity.

To ensure the continuity of our identity, the new logo preserves the child/adult duo—symbolizing a mother and child, the two clientele of Sainte-Justine's mother-child centre. The new design now renders it more neutral and inclusive, allowing it to also represent a father, a caregiver or a donor, each also playing an essential role in our mission and our achievements.

The CHU Sainte-Justine Foundation has chosen this moment to restyle its identity, because for the last five years, its communication platform and tools have been affiliated with the Healing More Better major campaign, which wrapped up in March 2018. Inspired by the success of the campaign, the Foundation wants to continue supporting the CHU Sainte-Justine, as its financial needs surrounding mother-child care are growing constantly.

For **Michael M Fortier**, Chairman of the Foundation's Board of Directors, this change will result in increased support for the CHU Sainte-Justine: "Philanthropy provides essential leverage and more than ever today, it's an essential complement to public investment. We anticipate ever better results from the CHU Sainte-Justine Foundation year after year. We intend to meet the hospital's financing needs, which keep growing, especially in the area of research and innovation. These new tools will undoubtedly contribute to enhancing our impact and meeting our most ambitious goals."

This important milestone in the evolution of the CHU Sainte-Justine Foundation is being welcomed with excitement and conviction. "The goal of this renewal is progress. Beyond simply revamping our image, we're also embarking on an internal transformation. We're rethinking our future responsibly, thoroughly and ambitiously. And we want to say loud and clear that the CHU Sainte-Justine Foundation is the result of exceptional engagement on the part of families, employees and medical

staff of the CHU Sainte-Justine, partners, and donors. This renewal will allow us to position ourselves as a philanthropic leader, to affirm who we are and what we do, but more importantly, to welcome even more members into our family, which we want to see grow even larger,” said **Maud Cohen**, President and CEO of the CHU Sainte-Justine Foundation.

Dr. Fabrice Brunet, President and CEO of the CHU Sainte-Justine, notes: “The Foundation has always been a source of innovation and of financing for innovation. Our teams understand that to improve the care we offer, we need to innovate and reject the status quo. Without innovation and, especially, without our donors, hundreds of projects would never have seen the light of day at Sainte-Justine, starting with the construction of our new buildings, including the Research Centre. Our hospital is fortunate to be able to count on the support of a visionary philanthropic organization that is aligned with our leadership and our modernity. Today, it’s breathing new life into its vision to increase its impact and help Sainte-Justine’s teams continue to aim for the highest standards of excellence in medicine to improve the health of mothers and children.”

With its donors, the CHU Sainte-Justine Foundation hopes to maximize its ability to give Sainte-Justine the resources to fulfill its ambitions. With the combined forces of each and every player, Sainte-Justine’s philanthropic playing field is poised to get even bigger. The Foundation continues to evolve and today is embarking on a transformation that will pave the way for a promising future for all Quebec’s children.

The CHU Sainte-Justine Foundation invites you to visit its [new digital platform](#) and to follow the unveiling of its new identity on [Facebook](#), [Twitter](#) and [LinkedIn](#).

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Information :

**Anne
Dongois**

ad Communications
514 826-2050
anne@adcom.ca

Information | CHU Sainte-Justine Foundation :

**Delphine
Brodeur**

Vice-President
Philanthropic Development, Communications and Donor Relations
514 345-4931, # 4356
dbrodeur@fondationstejustine.org

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. fondationstejustine.org

About the CHU Sainte-Justine

The Sainte-Justine university hospital centre (CHU Sainte-Justine) is the largest mother-child centre in Canada and the second largest pediatric hospital in North America. A member of the Université de Montréal extended network of excellence in health (RUIS), Sainte-Justine has 5,547 employees, including 1,532 nurses and nursing assistants; 1,000 other healthcare professionals; 520 physicians, dentists and pharmacists; 822 residents and over 204 researchers; 411 volunteers; and 4,416 interns and students in a wide range of disciplines. Sainte-Justine has 484 beds, including 67 at the Centre de réadaptation Marie Enfant (CRME), the only exclusively pediatric rehabilitation centre in Quebec. The World Health Organization has recognized CHU Sainte-Justine as a “health promoting hospital.” chusj.org