



News release

For immediate release

Record-Breaking Results for Sainte-Justine's 12th Annual Tree Lights Campaign

171,104 Beacons of Hope Lighting Up the Night Sky

Montreal, December 13, 2019 – Last night, the CHU Sainte-Justine Foundation and its main partners, Rythme and Metro, celebrated the record results of the 12th annual Tree of Lights campaign benefiting Sainte-Justine. This year, donors from across the province outdid themselves by lighting up 171,104 lights on the tree, beyond the original target of 125,000, as a symbol of hope and encouragement for the children and families of Sainte-Justine. And this number is still growing! The lights will continue to shine bright through until January for young patients who will be spending their holidays in the hospital.

Rythme hosts Sébastien Benoit and Mitsou Gélinas enthusiastically unveiled the results of the campaign during their drive-home radio show (*Le retour de Mitsou et Benoit*), remarking on how Quebecers readily stepped up to the plate to support Sainte-Justine.

Maud Cohen, President and CEO of the CHU Sainte-Justine Foundation, was impressed by the volume of donations that poured in to the campaign. “What an amazing show of generosity! To help us mark Giving Tuesday, people lit up 50,000 of the 125,000 lights on the tree in the space of only two days. That’s unprecedented!” said Cohen. “Backed by the incredible support of Rythme audiences and Metro customers across the province, the Foundation’s donors have raised more than \$855,000 for Sainte-Justine, delivering a message of hope to families and reassurance that their children will get the best possible care.”

“The Tree of Lights campaign is part of the DNA of everyone here at Rythme,” said **Jean-Sébastien Lemire**, Vice-President of Réseau Rythme FM. “It is a reflection of our values and everything beautiful we want for our world and our future. Every year, for the past 12 years, we get more and more excited when December rolls around. Once our giant tree is all lit up, it’s like the magic of the holidays really comes alive! The results of this year’s campaign are outstanding, and we are beyond thrilled to see the initiative continue to grow.”

“Year after year, our staff’s commitment to the cause and the contributions from customers across Quebec continue to have a significant impact on the health and wellness of children and families at Sainte-Justine,” said **Marie-Claude Bacon**, Vice President, Public Affairs and Communications, Metro Inc. “In the past six years, we have raised more than \$1.2 million in conjunction with the Tree of Lights campaign to support Sainte-Justine in its pursuit of excellence and to lend a helping hand to their Social Services Department through the Metro Sainte-Justine Family Assistance Fund.”

Star partners

A whole constellation of partners enable Sainte-Justine's Tree of Lights to bring the magic of the season to children and families in the hospital. The CHU Sainte-Justine Foundation would therefore like to extend its heartfelt thanks to Rythme, the official broadcaster of the campaign from its outset and the original source of the idea for the initiative, as well as Metro, the main campaign partner for the past six years. The support of the grocery chain's employees and customers across Quebec made it possible to illuminate more than 40,000 lights this year.

The Foundation is also grateful for the generous support of partners Quebecor, The Beat, MAtv, MEGA BLOKS – a member of the Mattel® family of companies, Cogeco Media, Publicité Sauvage, Guay, Cinepool, MTL Grandé, ISM Art + design, Post-Moderne, Lamjeure, Verizon Media and Crackboom which, through various initiatives, played a significant role in the success of the campaign.

This year's Tree of Lights would not have been as bright as it is without the invaluable contributions of Carey Price, Foundation ambassador Guy A Lepage and the broader artistic community who selflessly joined in this vast chain of caring during the first lighting-up ceremony and produced **three campaign videos** shared through the Foundation's social media platforms.

Last but not least, the CHU Sainte-Justine Foundation would like to express its heartfelt appreciation to Sainte-Justine families and staff members for their extraordinary contributions to the 12th annual Tree of Lights.

Donations accepted until December 31

The Tree of Lights will continue to glow throughout the holiday season to remind patients and families that they are not alone. And it is not too late to sponsor additional lights and spread hope: thetreeoflights.org.

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Source: CHU Sainte-Justine Foundation

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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. 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's extended network



of excellence in health (RUIS), Sainte-Justine has 5,457 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 Marie Enfant Rehabilitation Centre (CRME), the only centre in Quebec that is exclusively dedicated to pediatric rehabilitation. The World Health Organization has recognized the CHU Sainte-Justine as a “health promoting hospital.” chusj.org