

**News release**

*For immediate release*

## **Kick-Off of the 11th Edition of the Sainte-Justine Tree of Lights Campaign 125,000 beacons of hope to light up between now and December 13!**

**Montreal, December 3, 2018** – The CHU Sainte-Justine Foundation and its main partners, Rythme and Metro, are pleased to celebrate the official launch of the 11th annual Sainte-Justine Tree of Lights campaign. From now until December 13, people across the province are urged to show their support for the children and families of Sainte-Justine who will be spending the holidays in the hospital by lighting up 125,000 twinkling beacons of hope on the Tree of Lights for only \$5 per light: [thetreeoflights.org](http://thetreeoflights.org).

For Vanaëlle and Éric, parents of 3-year-old Amy who has been in remission since February after a bout of cancer, the Tree of Lights touched their hearts during their seven months at Sainte-Justine. “When you have a sick child, you have to stay strong and positive. Knowing there were people out there supporting us helped us get through the ordeal,” they said. “The Tree of Lights is a chain of caring and compassion that brings comfort and hope. Every light shining on the Tree was like a hand reaching out to us. By helping light up the Tree, you didn’t just make our holidays a little brighter – you made our lives brighter.”

Starting today and continuing until December 13, the Tree of Lights will grow brighter and brighter as donations roll in. It will then stay lit up to boost the morale of patients, families and staff who will be spending the holidays at Sainte-Justine. The daily illumination will be captured by the real-time “TreeCam” and transmitted into patients’ rooms. The emotion-filled moment will also be streamed online at [thetreeoflights.org](http://thetreeoflights.org).

### **Plenty of ways to make life brighter**

For a 5th consecutive year, Metro is generously partnering with the campaign and will once again offer clients in its Metro and Metro Plus grocery stores across Quebec the option of making a donation at the checkout.

To mark the 11th edition of Sainte-Justine’s Tree of Lights, donors visiting [thetreeoflights.org](http://thetreeoflights.org) are invited to join the Twinkle Club. When you light up 10 or more lights, MEGATM, part of the Mattel® family, will contribute 5 more, up to \$40,000.

## Media Invitation

### Sainte-Justine's Tree of Lights Kick-Off

The CHU Sainte-Justine Foundation and its partners, Rythme and Metro, are de"light"ed to invite members of the media to the official launch of the 11th edition of the Sainte-Justine Tree of Lights campaign, to experience the magic of the first illumination ceremony with children, families and campaign VIPs.

**Monday, December 3**

CHU Sainte-Justine

3175 Côte-Sainte-Catherine Road

Starting at 4 p.m.

Celebrities slated to be in attendance:

Ginette Reno

Guy A Lepage

Guylaine Tanguay

Ludovick Bourgeois

Roch Voisine

RSVP: Katherine Olivier, Roy Turner Communications, [kolivier@roy-turner.com](mailto:kolivier@roy-turner.com).

### Four videos to watch

To explain how much of an impact the Tree of Lights has on countless lives, the CHU Sainte-Justine Foundation asked several families and a nurse to recount their experiences, which they did in four touching campaign videos. They sat down with several well-known personalities: Marie-Eve Janvier – spokesperson for this year's Tree of Lights, Gino Chouinard, Mariloup Wolfe and Jean-Philippe Dion. All four videos will premiere on the *Salut Bonjour!* television program on December 13.

### \$5 million raised to date

The Sainte-Justine Tree of Lights is an iconic symbol of the generosity that people across the province have shown over the past 11 years, which has consistently met or exceeded annual campaign targets. Over the years, the Sainte-Justine's Tree of Lights campaign has raised an exceptional amount of more than \$5 million. In addition to supporting the CHU Sainte-Justine's mission of excellence, the funds raised also contribute to the work of the Social Services department, whose mandate is to help families in precarious financial circumstances.

-30-

Source: CHU Sainte-Justine Foundation

Medias relations:

**Junior  
Bombardier**

Roy & Turner Communications  
514 844-9678  
[jbombardier@roy-turner.com](mailto:jbombardier@roy-turner.com)

### **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](http://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 Centre de réadaptation Marie Enfant (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](http://chusj.org)