

Make This Giving Tuesday “Glistening” Tuesday... for Sainte-Justine!

Vidéotron has committed to donating \$10,000 to Sainte-Justine if 10,000 lights are illuminated in Sainte-Justine’s Tree of Lights today.

Montreal, November 27, 2018 – Today, on the occasion of Giving Tuesday, a worldwide day of generosity, Vidéotron is proud to partner with the CHU Sainte-Justine Foundation to invite Quebecers to illuminate lights of hope in Sainte-Justine’s Tree of Lights via glisteningtuesday.org. In support of the children and families who will be spending the holidays in the hospital this year, Vidéotron has pledged to donate \$10,000 to the cause if the total reaches 10,000 lights by the end of this very special day.

The lights donated on November 27th will be part of the first illumination of the Tree of Lights, which will take place on December 3rd, at the same time brightening the eyes of children: children like little Charlie, age 2. Hospitalized for over 6 months, Charlie is awaiting a heart transplant.

The CHU Sainte-Justine Foundation is pleased to be able to count on Vidéotron’s support as part of this initiative for Sainte-Justine, and more than ever is appealing to the generosity of the community to help make Giving Tuesday a shining success!

125,000 lights to make Sainte-Justine’s Tree of Lights shine

On December 3rd, the CHU Sainte-Justine Foundation and its major partners, the Rythme network and Metro, will officially kick off the 11th edition of Sainte-Justine’s Tree of Lights. The goal this year: to illuminate 125,000 lights, at the cost of \$5 each, sold online via legrandsapin.org or by **texting SAPIN to 45678**.

The majestic tree will light up progressively each day, matching the donations received between December 3 and 13, and will remain fully lit until January to show the families, patients and staff members of the CHU Sainte-Justine how much they are in everyone’s thoughts.

The full program of activities for the 11th edition of Sainte-Justine’s Tree of Lights will be revealed soon.

Sainte-Justine's Tree of Lights, a beacon of generosity

In addition to delivering an incredible message of hope and comfort, the funds collected through the Tree of Lights campaign help to support the CHU Sainte-Justine in its mission of excellence as well as the Social Services department, whose mandate is to help families in vulnerable financial circumstances. By meeting their most pressing financial needs, the Social Services department allows parents to focus their energy on supporting their child through the healing process. Since its first edition, the Tree of Lights has raised an exceptional 5 million dollars.

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Information | CHU Sainte-Justine Foundation

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About Giving Tuesday

Echoing Black Friday and Cyber Monday, Giving Tuesday was established in 2012 in the United States under the auspices of the UN Foundation, the 92nd Street Y and several other charitable and community organizations. The initiative celebrates generosity and encourages giving as well as volunteering for the benefit of charitable and non-profit organizations. givingtuesday.ca

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