

News release
For immediate release

Sainte-Justine's Tree of Lights Lit All the Way to the Top!

127,421 Beacons of Hope Shining Brightly for the 11th Edition

Montreal, December 14, 2018 – Last night, the CHU Sainte-Justine Foundation and its main partners, Rythme and Metro, were proud to celebrate the results of the final lighting-up ceremony for the 11th edition of Sainte-Justine's Tree of Lights. This year, an outpouring of generosity from across the province made 127,421 beacons of hope twinkle on the majestic tree, in a show of support for the children and families who will be spending the holidays at the hospital. The Tree of Lights will stay lit up until January for them.

Emcees Marie-Eve Janvier, Sébastien Benoit and Alexandre Barrette were excited to reveal the results of the campaign live on air during Rythme's *L'incroyable retour* show and made a point of praising Quebecers' inspiring commitment to Sainte-Justine.

Maud Cohen, President and CEO of the CHU Sainte-Justine Foundation, emphasized the enormous impact of the donations received. "During this season of giving, there is no more touching symbol of generosity for the families of Sainte-Justine than seeing the Tree of Lights shining brightly in front of the hospital," she said. "The chain of caring that unites CHU Sainte-Justine Foundation donors, Rythme listeners and Metro customers from one year to the next allowed us to raise more than \$637,000 for Sainte-Justine so we can make children's dreams of getting better come true."

"Sainte-Justine's Tree of Lights has always been extremely important for the Rythme team. The campaign embodies the values of community, sharing, empathy and generosity that are part of Rythme's DNA and that we are proud to convey to our listeners every day," said **Jean-Sébastien Lemire**, Vice-President of Réseau Rythme FM. "For the past 11 years, we have been encouraging our audiences to support this wonderful initiative that sends of a message of hope to young hospital patients during the holiday season. You have to be there to see how magical the experience is and how their eyes sparkle when the tree is lit up every evening."

"Fuelled by the engagement of our employees and the generous contributions of our customers across the province, Metro has raised more than \$1 million in the past five years through the Tree of Lights campaign. Not only are we proud to support Sainte-Justine in its mission of excellence, but we are also pleased to be able to give back in a significant way to the hospital's

Social Services Department through the Metro Sainte-Justine Family Assistance Fund,” stated **Marie-Claude Bacon**, Vice President, Public Affairs and Communications. “As the holidays draw near, providing financial and moral support to parents who are struggling to meet such fundamental needs as putting food on the table and having a roof over their heads is essential to us.”

Big-hearted partners

Tapping into the determination of its generous partners, Sainte-Justine’s Tree of Lights has brought countless magical moments to children and families in the hospital. The CHU Sainte-Justine Foundation would therefore like to extend its thanks to **Rythme, the official broadcaster of the campaign from its outset**, as well as **Metro, the main campaign partner for the past five years**. The support of the grocery chain’s employees and customers across Quebec made it possible to illuminate 39,600 lights this year.

The Foundation is also grateful for the collaboration of **MEGA BLOKS, a member of the Mattel® family of companies, Quebecor, Videotron, MATv, The Beat, Trio Orange, Publicité Sauvage and Cogeco**, which, through various initiatives, contributed significantly to the success of the campaign. Once again this year, the Tree of Lights would not have been as bright as it is without the invaluable efforts of the **artistic community**, who selflessly joined in this vast chain of caring during the first lighting-up ceremony and produced the **four campaign videos** that aired on TVA’s *Salut Bonjour*.

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 11th annual Tree of Lights.

Donations accepted until December 31

Sainte-Justine’s Tree of Lights will continue to shine for the children and families of Sainte-Justine throughout the holiday season. You can still reach out and offer support and comfort to them by giving generously at 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."

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