



Laurentian Bank Ready to Hit the Slopes with the Young Athletes of Ski Québec alpin

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MONTREAL, Jan. 6, 2014 /CNW Telbec/ - Laurentian Bank is delighted to signal the launch of the ski season, marked by the kick-off of competitions being organized by *Ski Québec alpin*. The Bank has been actively supporting *Ski Québec alpin* for the past six years and is proud to offer young people an environment that fosters the development of excellence, training, and programs and a calendar of competitions being held on the different circuits of the *Fédération québécoise*.

TANGIBLE SUPPORT FOR UP-AND-COMERS

As a prestige partner, the Bank supports the organization of U16 regional circuit competitions held in the Laurentians, Lanaudière, Estrie, Québec City and Outaouais regions. The Bank also lends its name to the CANAM U14 and serves as the principal sponsor of the Laurentian Bank Alpine Challenge, which is for young skiers between the ages of 6 and 12.

The first competitions supported by the Bank were held at Mont Ste-Anne, Mont Garceau and Mont St-Sauveur on January 4 and 5. Laurentian Bank is particularly proud of the active involvement of numerous of its employees, who collaborate with the organization on a volunteer basis each year during these competitions.

"*Ski Québec alpin* does a wonderful job for young Québec competitors, and we are extremely pleased to be lending our support to this organization to help it fulfill its mandate," underlines Gladys Caron, Laurentian Bank's Vice-President of Public Affairs, Communications and Investor Relations. "With the start of the Sochi Olympic Games just a few weeks away, we can really appreciate the importance of developing young competitors. Indeed, it is up to the current generation to guide and inspire those striving to follow in their footsteps — the enthusiastic young people we are delighting to be supporting through our partnership with *Ski Québec alpin*."

"The Laurentian Bank U16 circuit is a veritable breeding-ground for developing elite skiers," adds Daniel Lavallée, Executive Director of *Ski Québec alpin*. "It enables promising young athletes aged 14 and 15 to refine their skills on a regional level in view of qualifying for the Criterium Intersport presented by Laurentian Bank. Our organization is truly privileged to have the Bank's support in order to assure the development of the new wave of competitive young skiers."

About Laurentian Bank

Laurentian Bank of Canada is a banking institution whose activities extend across Canada. Recognized for its excellent service, proximity and simplicity, the Bank serves one and a half million clients throughout the country. Founded in 1846, it employs some 4,000 people whose talent and dedication has made it a major player in numerous market segments. The institution has \$34 billion in balance sheet assets and more than \$37 billion in assets under administration.

Laurentian Bank distinguishes itself through the excellence of its execution and its agility. Catering to the needs of retail clients via its extensive branch network and constantly evolving virtual offerings, the Bank has also earned a solid reputation among SMEs, larger businesses and real estate developers thanks to its growing presence across Canada and its specialized teams in Ontario, Québec, Alberta and British Columbia. For its part, the organization's B2B Bank subsidiary is a Canadian leader in providing banking and investment products and services to financial advisors and brokers, while Laurentian Bank Securities is an integrated broker that is also widely known for its expert and effective services nationwide.

SOURCE Laurentian Bank of Canada



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