



Laurentian Bank to Celebrate Again the Fête nationale du Québec in Montréal as a Principal Collaborator

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MONTREAL, May 28, 2014 /CNW Telbec/ - Laurentian Bank is pleased to be associating for a second year in a row with the Fête nationale du Québec in Montréal as a principal collaborator. Under the theme, *We Are THE Québec*, the festivities will kick off at 2:30 p.m. on June 24 with a colourful parade along Sherbrooke Street, to be followed in the evening by a spectacular show at Parc Maisonneuve.

"We are delighted to be partnering in this major event that serves as an inclusive and unifying celebration for all Québécois," underlines Gladys Caron, Laurentian Bank's Vice-President of Corporate Affairs, Communications and Investor Relations. "The Bank has been part of the province's landscape for 168 years, and this association allows us to celebrate our belonging to Québec society. It is perfectly aligned with our philosophy of proximity and accessibility that has become our hallmark."

Laurentian Bank is inviting all young and older Montréalers and those in the surrounding area to come celebrate the Fête nationale du Québec by taking part in the parade that will wind past a number of entertaining interactive zones sure to please. For its part, the Laurentian Bank zone will offer an engaging *flash mob* activity, which will be available on the Fête's Web site to allow people to familiarize themselves with the choreography before the event. The festivities will continue at Parc Maisonneuve, where numerous activities will be held throughout the course of the day, including the Laurentian Bank Little Heroes Club's photo session. The celebrations will culminate with the traditional *Grand spectacle* — a dazzling after-dark show that promises to be as memorable as ever.

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, the Bank is among the 2014 edition of the Montréal's Top Employers competition, which showcases the city's top 25 companies offering enviable places to work. It currently employs some 3,800 people whose talent and dedication has made it a major player in numerous market segments.

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. The institution has more than \$33 billion in balance sheet assets and more than \$39 billion in assets under administration.

SOURCE Laurentian Bank of Canada

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