



Laurentian Bank launches the 2nd edition of its La Montée des sommets fundraising initiative!

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The event will count on the support of Dominique Maltais as honorary president

QUÉBEC, June 19, 2014 /CNW Telbec/ - Dominique Maltais, two-time Olympic medal winner in snowboardcross and five-time winner of the Crystal Globe, will serve as honorary president for the 2nd edition of the *Laurentian Bank La Montée des sommets* event. Following its success in 2013, the event will once again be held at Mont-Sainte-Anne on September 27, and will welcome numerous participants excited to take on the challenge of this fun family event for a good cause.

All profits will go to the Fondation Le Petit Blanchon, particularly the Phare du Blanchon project. Located in a rural setting, this group home will welcome young people between the ages of 9 and 13 who are dealing with the consequences of severe traumas or experiencing issues with dropping out of school.

"This cause is particularly important to me," says Dominique Maltais. "My desire to help troubled youth in the region of Québec by providing them with a roof over their heads, a safe place to live, and a chance to develop and grow, are what motivated me to be a part of this great sporting event," she added.

Organized by the Laurentian Bank, this philanthropic family event is unique in its kind and accessible to all. Individuals of all ages, experienced athletes or those simply wanting to challenge themselves to meet a personal goal can all register for the event, which consists of completing, alone or in a group, as great a distance as possible along La Pichard trail within a 5-hour deadline.

Emboldened by its success in 2013, during which \$50,000 was raised, the objective for this second edition is to raise \$60,000 for the Fondation Le Petit Blanchon.

For more information and to register for the event, go to: www.lamonteedessommetsbl.com

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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