



**LAURENTIAN BANK LITTLE HEROES CLUB TO ENCOURAGE AND ENTERTAIN YOUNG SKIERS DURING THE DÉFI DU CARNAVAL**

**Montréal, January 31, 2013** – This coming February 1-3, the Le Relais Ski Centre will once again be hosting the *Défi alpin du Carnaval*. This provincial skiing competition for 5- to 12-year-olds is being presented jointly by Ski Québec Alpin and Laurentian Bank. More than 500 athletes originating from across the province will enjoy some friendly competition in a festive carnival atmosphere.

As in years past, the Bank's Little Heroes Club will be on hand at the foot of the slopes to keep the youngsters actively entertained and to invite them to participate in an amicable slide down the hill. The winner of the race will receive a special Club surprise.

Laurentian Bank is delighted to have established a three-year partnership agreement with Ski Québec Alpin, which was renewed in 2012. This association testifies to the importance the Bank assigns to promoting sport among youth, while helping to develop young up-and-coming alpine skiers.

**About Laurentian Bank**

Laurentian Bank of Canada is a pan-Canadian banking institution that has nearly \$35 billion in balance sheet assets and \$33 billion in assets under administration. Founded in 1846, Laurentian Bank was selected in 2012 as one of the 10 winners of the Canada's Passion Capitalists program in recognition of its sustained success through the promotion of passion within its ranks. The Bank employs more than 4,200 people.

Recognized for its excellent service, proximity and simplicity, Laurentian Bank serves more than one million clients in market segments in which it holds an enviable position. In addition to occupying a choice position among consumers in Québec, where it operates the third largest branch network, the Bank has built a solid reputation across Canada in the area of real estate and commercial financing thanks to its teams working out of more than 35 offices in Ontario, Québec, Alberta and British Columbia. Its subsidiary, B2B Bank, is a Canadian leader in providing banking products as well as investment accounts and services to financial advisors and brokers, while Laurentian Bank Securities is an integrated broker, widely recognized for its expertise and effectiveness nationwide.

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