



## Press release

FOR IMMEDIATE RELEASE

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### LAURENTIAN BANK'S LITTLE HEROES CLUB INVITES YOUNGSTERS TO MEET THEM AT THE LA GRENOUILLE EN FÊTE FESTIVAL IN CHAMBLY

**Montréal, April 19, 2010** – Laurentian Bank's Little Heroes Club is pleased to be participating in the *La Grenouille en fête* festival in Chambly for the fifth consecutive year. This year's event is taking place April 24-25, and youngsters are invited to come meet the Little Heroes on the banks of the Richelieu River.

Currently marking its 34th edition, *La Grenouille en fête* is the largest gathering of divers in North America. In fact, some 2,000 professional and amateur diving enthusiasts are expected to brave the 1.8 km course in the icy and raging rapids of the Richelieu River.

Under the banner of its participation in the event, the Little Heroes Club is inviting young people to come visit the **Laurentian Bank Active Zone**, where they will be able to enjoy the inflated structures, have their faces painted and explore the *jumpai*. The Little Heroes will be on hand at the site from 10:00 a.m. to 5:00 p.m. both days of the event. Children can take part in the activities free of charge and get their pictures taken decked out in Little Heroes costumes. The photos will then be printed in Little Heroes Club Passports, and the young visitors will each receive a Club promotional item.

#### ***My Planet... My Concern! Contest***

In addition, the Bank's Little Heroes Club is encouraging youngsters to enter the *My planet... My concern!* contest on its Web site at [www.littleheroesclub.ca](http://www.littleheroesclub.ca). Simply by indicating some of the things they do to help save our planet, they will be able to win a telescope. When visiting the Club's site, children can also play a number of interactive games, draw and try different experiments. Through its various involvements, Laurentian Bank's Little Heroes Club strives to contribute to fostering children's self-esteem by focusing on their accomplishments large and small.

#### **About Laurentian Bank**

Laurentian Bank of Canada is a banking institution operating across Canada and offering its clients diversified financial services. Distinguishing itself through excellence in service, as well as through its simplicity and proximity, the Bank serves individual consumers and small and medium-sized businesses. The Bank also offers its products to a wide network of independent financial intermediaries through B2B Trust, as well as full-service brokerage solutions through Laurentian Bank Securities.

Laurentian Bank is well established in the Province of Quebec, operating the third-largest retail branch network. Elsewhere throughout Canada, it operates in specific market segments where it holds an enviable position. Laurentian Bank of Canada has more than \$23 billion in balance sheet assets and more than \$14 billion in assets under administration. Founded in 1846, the Bank employs more than 3,600 people.

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