



## Press release

FOR IMMEDIATE RELEASE

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### **NINE YEARS OF DEDICATION TO THE CAUSE: LAURENTIAN BANK AND ITS EMPLOYEES PLEASED TO BE PARTICIPATING AGAIN IN THE MEDIA'S BIG FOOD DRIVE**

**Montréal, December 6, 2012** – It is with great pleasure that Laurentian Bank is renewing its association for a ninth consecutive year as a Friend of the *Media's Big Food Drive*.

From November 26 through December 24, the Bank's 157 branches will serve as collection points for non-perishable food items and cash donations. During this period, a host of employees will be involved in the cause by looking after the in-branch collection of donations, by counting the money raised on December 6, as well as by collecting donations in the street that same day.

"Our participation in the Media's Big Food Drive is important for all employees," underlines Stéphane Gagnon, Sales and Advising Manager senior vice-president, Marketing and Product Management at Laurentian Bank. "In fact, our entire organization is mobilizing its efforts, with hundreds of employees rolling up their sleeves to help bring some happiness to the lives of needy families. I invite the public to come visit us in our branches and to give generously in aid of the disadvantaged."

Once again this year, some Bank branches will be serving as official counting stations on December 6. As such, we are pleased to be working in partnership with Garda, which will be offering its generous support with this activity.

#### **About Laurentian Bank**

Laurentian Bank of Canada is a pan-Canadian banking institution that manages more than \$35 billion in balance sheet assets and over \$32 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 4,000 people.

Recognized for its excellent service, accessibility and conviviality, Laurentian Bank serves more than one million clients within market segments in which it holds an enviable position. In addition to occupying a prime place 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. For its part, the institution's B2B Bank subsidiary is a Canadian leader in the provision of banking products to financial advisors and brokers, while Laurentian Bank Securities' expertise and effective integrated brokerage services are also widely recognized nationwide.

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