



## Press release

FOR IMMEDIATE RELEASE

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### LAURENTIAN BANK'S LITTLE HEROES CLUB TO IMMORTALIZE CHILDREN'S VISIT TO THE MUSÉE DE LA CIVILISATION DE QUÉBEC'S *IL ÉTAIT UNE FOIS...* WORKSHOP

**Québec City, March 2, 2012** – For the second consecutive year, Laurentian Bank's Little Heroes Club will be part of the programming specially developed by the Musée de la civilisation for students taking a week off school for March break. More specifically, the Club will be on hand at the *Il était une fois...* (*Once upon a time...*) workshop from Monday, March 5 through Friday, March 9 to photograph young visitors and their families as they explore the enchanted forest. Each participant will leave with a souvenir photo, compliments of Laurentian Bank.

The *Il était une fois...* workshop immerses youngsters between the ages of 3 and 10 and the adults accompanying them in an imaginary world of fairytales to which children have fallen asleep since days of old. Wonderful costumes, sumptuous decors reminiscent of fond places, and magical objects provide the perfect setting for fun and games, allowing the children to discover the amazing potential of fairytales to spark their creative spirit.

Reinventing stories and characters through the magic of costumes not only serves as a prime opportunity for the youngsters to deploy all of their talents and imagination, but it also makes for a most memorable family activity. Laurentian Bank is proud to be associated with the Musée de la civilisation and its *Il était une fois...* workshop. This sponsorship is perfectly aligned with the Bank's commitment to maintaining proximity with young families.

#### **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 Québec, 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 \$24 billion in balance sheet assets and more than \$35 billion in assets under administration. Founded in 1846, it has been selected among the Québec and Atlantic Canada regional winners of the 2011 edition of Canada's 10 Most Admired Corporate Cultures™ program presented by Waterstone Human Capital. The Bank employs close to 3,700 people.

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