



Press release

For release on September 16 at 8:00 a.m.

Leucan conquers Ecuador!

Montreal, September 16, 2009 – After Vietnam, Leucan embarks on a journey to discover Ecuador! The second edition of the **Leucan HUMA Challenge (Adventure in Ecuador)** will take place from September 25 to October 9, 2010. Throughout this fundraising adventure trip, the participants will discover two areas of Ecuador by trekking, cycling, rafting and horseback riding through the Andes and the Amazonia. Over and above the adventure, those who participate take on the challenge to help the children with cancer who face a challenge of their own.

Can I take on this adventure?

All you need is to be 18 years old and over and embrace the cause of Leucan children. It is not a competition; everyone with an average physical shape can participate. However, participants must have a training plan to make sure they are ready to take on the adventure in September 2010. Places are limited: only 25 people will be able to sign up. The adventurers must pay for their travel expenses (or be sponsored!) and raise a minimum of \$3,000 in donations to Leucan.

The money raised will help finance clinical research in the four pediatric oncology centres in Quebec – Sainte-Justine UHC, Montreal Children's Hospital of the MUHC, Centre mère-enfant du CHUQ and CHUS. Clinical research aims at providing the children with the best existing treatment protocols and contributes therefore to give greater chances for a successful recovery.

To continue the tradition started last year during the Leucan HUMA Challenge (Cycling in Vietnam), Leucan will invite 29 to 31 year-olds cured of cancer to join the group. A very fulfilling experience for them and the participants.

Travelling without worries

With more than 30 years of experience in the field of adventure travel, World Expeditions (www.worldexpeditions.com) organizes the trip as a travel agency and wholesaler, through its charitable subsidiary called HUMA Challenge. Their itineraries are carefully designed and take into consideration the cultural realities of each destination, through the best possible conditions and with minimal environmental impact.

Join us! **Take on the Leucan HUMA Challenge (Adventure in Ecuador) for children with cancer!** To register, get more information or sponsor this extraordinary event, please visit www.leucan.qc.ca/defihuma or contact Leucan at **514 731-3696** or at **1 800 361-9643**.

Leucan (www.leucan.qc.ca/en) was founded in 1978. In addition to its support for clinical research, the Association provides to children with cancer and their families many services adapted to their needs: welcome, emotional assistance and support, financial assistance, massage therapy, hosting and support in playrooms, socio-recreational activities, school life services and end-of-life and bereavement follow-up services. Besides its head office in Montreal, Leucan has nine regional offices and more than 8,400 members throughout Quebec.

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