



Press Release

For immediate release

ANNIE VILLENEUVE WILL CARRY LEUCAN'S MESSAGE AS SHE BECOMES THE ASSOCIATION'S OFFICIAL SPOKESPERSON FOR 2010

After a remarkable association with her song *Mon Héros*, the artist will further her commitment to children with cancer.

Montreal, December 7, 2009 - Leucan is happy to announce that Annie Villeneuve, one of Quebec's key singers, enthusiastically accepted to be the official spokesperson in 2010. Mrs. Villeneuve will actively engage in promoting the Association for children with cancer through Leucan's various 2010 fundraising activities.

"It is a great honour but mostly a privilege to concretely take action by joining the devoted team of Leucan. This cause is close to my heart. Over the last years, I have witnessed the important role Leucan plays not only in the lives of the children they support but also in the lives of their families and loved ones... I am deeply touched by this opportunity to help out. Children deserve nothing but health and happiness," says Annie Villeneuve, spokesperson for Leucan in 2010.

"Leucan reached an important milestone as it closes its 30th anniversary celebrations. It became essential for us to find the BEST way to maintain a high level of interest for our organization amongst an increasing part of the population. Annie Villeneuve made our wish come true by accepting to become our spokesperson for 2010. Her undeniable talent, her closeness to people and great sensitivity made her a perfect choice," explains Denis Caouette, President of the Association.

Main events of the 2010 Activity Calendar

- The 12-Hour Ski Challenge, Saturday, March 13 and Saturday, March 20 – more details at www.defiski.com
- The Laura Secord Promotion, during the weeks leading up to Easter
- The Shaved Head Challenge, Sunday, June 13 – more details at www.tetesrasees.com
- Many other activities take place throughout the province – more details at www.leucan.qc.ca

About Leucan

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 eight regional offices and more than 8,400 members throughout Quebec.

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Source:

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