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**Press Release**  
**Embargoed until March 29**

## **The strength in numbers: at the heart of this 17<sup>th</sup> edition of the Leucan Shaved Head Challenge**

**Montreal, March 29, 2017** – Today, Leucan launches the 17<sup>th</sup> edition of the [Leucan Shaved Head Challenge](#), presented by [PROXIM](#). This year, Leucan is relying on the strength in numbers and is launching the Leucan Executive Challenge.

This initiative of the Leucan Shaved Head Challenge encourages business executives to become leaders of their community by hosting a Leucan Shaved Head Challenge in their organizations. Every leader endeavours to raise a minimum of \$25,000 with his/her team. “I have the pleasure of initiating this motion through which we set the goal to raise \$500,000 to provide financial assistance to families with a cancer-stricken child across Quebec,” explains Alain Champagne, CEO of Optimé International. In order to ease the financial burden and cover part of the expenses incurred by childhood cancer, Leucan provides families with welcome grants, among others, so that they can focus on what matters most: their child.

In addition to Mr. Champagne, eight other executives have decided to mobilize their team for Leucan: Mrs. Manon Bergeron, Assisted Operations, Human Resources and Administration Manager at Desjardins - Caisse de la Rive-Nord du Saguenay, Mr. David Bowles, President of the Montérégie regional committee of private schools, Mr. Yvon Charest, President and Chief Executive Officer at iA Financial Group, Mr. Michel Dallaire, Chief Executive Officer at Cominar, Mrs. Danielle Dionne, Human Resources Manager at Extra multi-ressources, Mr. Danny Dufour, CEO of Maxi Metal, Mr. Louis-Philippe LeBlanc-Boucher, Marketing and Customer Experience Director at Olivier Ford & Groupe Olivier, and Mr. Reneault Poliquin, Executive Director, Multiplatform Media Sales Montreal & Eastern Canada at CBC & Radio-Canada Media Solutions. To learn more about the campaign leaders or to encourage them, please visit [leaders.tetesrasees.com](http://leaders.tetesrasees.com).

Dominic Paquet, volunteer spokesperson of the Leucan Shaved Head Challenge adds that “Taking part in the Challenge as a team is a way to show concretely your support to sick children and their families. It’s also a collective commitment proving that, together, we can go much further.”

People can also sign up as participants and take on the Challenge at one of the 50 official shaving sites across the province organized by Leucan throughout the year. To register or to encourage a participant, please visit [tetesrasees.com](http://tetesrasees.com).

Leucan wishes to highlight the generosity of PROXIM, the presenting sponsor of the event for a second year; [Mia](#) for creating the Leucan earrings of hope for a third year and donating the sales proceeds to the Association; and stand-up comedian Dominic Paquet, proud provincial spokesperson of the Leucan Shaved Head Challenge for a sixth year.

### **About the Challenge**

The Leucan Shaved Head Challenge is a major fundraiser of Leucan that engages the community in a spirit of solidarity to provide services to cancer-stricken children and their families as well as providing financial support to clinical research. It is also a gesture of support for children whose body image is altered when chemotherapy provokes hair loss.

### **About Leucan**

For close to 40 years, [Leucan](#) has been supporting cancer-stricken children and their families from the day of diagnosis through every stage of the disease and its side-effects. As a loyal ally of hundreds of families and thousands of members across Quebec, the Association provides specific and personalized services delivered by a qualified team with a cutting edge expertise. Leucan also funds clinical research and the Leucan Information Centre. With its nine offices, Leucan is present throughout Quebec.

### **About PROXIM**

PROXIM will be celebrating its 10th anniversary in 2016, and was created following the consolidation of independent pharmacist-owners. With over 250 pharmacies throughout Québec, pharmacist-owners affiliated with PROXIM are leading health professionals in their community. Their priority is to provide specialized and customized support to their patients for improved health.

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### **Source and information:**

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