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CHALLENGE

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Press Release

For immediate release

## The 2014 Leucan Shaved Head Challenge: A Highly Emotional Provincial Event

MONTREAL, May 23, 2014 – This Sunday marks the 14<sup>th</sup> provincial edition of the [Leucan Shaved Head Challenge](#), presented by [Jean Coutu](#). Nearly 1,400 participants will get their heads shaved at 16 shaving sites across the province. Among them will be Marianne St-Gelais, three-time Olympic medal winner, who will give up her long hair to support cancer-stricken children and their families.

### Big-hearted public personalities rally for the cause

Dominic Paquet, provincial spokesperson of the Challenge for a third year, proudly invites the population at large to join in this great wave of solidarity: “It is with great pleasure that I serve as spokesperson for this event, which brings together thousands of people with a deep heart. Leucan’s support is crucial for many families, and so I thank you for taking part in the Challenge in great numbers to help the Association pursue its mission!” François Lambert, the Challenge’s corporate ambassador, will also be in attendance to cheer on and thank participants.

To kick off this provincial event, the one and only M é n i c k will have the honour of shaving Marianne’s head at Marché Central at 10 a.m. “I love kids and they all deserve to grow up happy and healthy. Those with cancer demonstrate courage and it moves and inspires me. I wanted to contribute to the cause as a gesture of solidarity. A few days before the shaving, I feel excited and proud to make a donation to Leucan that will allow the association to continue to provide vital support to these very courageous families” says Marianne. The event will be hosted by fashion blogger Lolitta Dandoy, whose locks will also meet the razor.

### Not to be missed on RDS and MusiquePlus tonight

Tonight’s the night for several of Quebec’s TV personalities who also chose to support Leucan. Do not miss the head shaving of Patrick Friolet during “Le 5 à 7” live on RDS. Meanwhile, live from the MusiquePlus “Top Musique” TV show, Ztélé’s host François-Étienne Paré, MusiquePlus’ Jay St-Louis and VRAK TV’s Davy Boisvert will also get their heads shaved for the cause.

Your head is worth more than you think: Take on the Challenge!

Use the event’s hashtags on social media to share your experience: #Leucan #ShaveHeadChallenge

### About Leucan

For more than 35 years, Leucan has been supporting cancer-stricken children and their families. As a loyal ally of hundreds of families and thousands of members across Quebec, the Association provides specific and personalized services to its members, in addition to funding clinical research. Leucan’s skilled staff developed a cutting edge expertise in the following areas: support and emotional assistance; financial assistance; referral services; massage therapy; hosting in hospital playrooms; socio-recreational activities; school awareness; end-of-life and

bereavement follow-up services; support to cured patients; and the Leucan Information Centre. In addition to a head office in Montreal, Leucan operates eight regional offices.

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