

## **From Dominic Paquet to Marianne St-Gelais and François Lambert: Public personalities from all walks of life come together for the Leucan Shaved Head Challenge**

**Montreal – March 26, 2014** – Leucan is very proud to launch today the 14<sup>th</sup> edition of the [Leucan Shaved Head Challenge](#), presented by [Jean Coutu](#), with a tally of over 60,000 heads shaved to date. The entire province will once again have the opportunity to rally around cancer-stricken children and their families by putting a price on their heads and going under the razor.

### **Beloved personalities to go under the razor**

Some of Quebec's favourite personalities will support Leucan by getting their head shaved this year. Marianne St-Gelais, three-time Olympic medalist in speed skating, will take on the Challenge at Marché Central in Montreal on May 25. "I wanted to get my head shaved for my high school prom, but my mother was totally opposed to it! I am so happy to take part in the Leucan Shaved Head Challenge to finally make that wish come true, but mostly to support a cause dear to my heart: children. If I can provide some relief to cancer-stricken children and make a small contribution to help Leucan pursue its mission of support towards children and their families, I will proudly walk with a bald head! I hope to raise \$5,000. If I reach \$10,000 in donations, I convinced my boyfriend, Charles Hamelin, to follow my lead," says the three-time Olympic winner. Other personalities taking on the Challenge include François-Étienne Paré, host on Ztélé; Luc Gélinas and Patrick Friolet from RDS; Jay St-Louis from Musique Plus; and Davy Boisvert from VRAK TV. Leucan extends warm thanks to this exceptional group of artists who will have their heads shaved live, on the air, as part of the "5 à 7" show on RDS on May 23.

Dominic Paquet, the event's provincial spokesperson for a third year, draws attention to the Challenge's significance: "I am so proud to be a part of Leucan's extended family and I ask people to give generously to a cause very dear to me. Take my word for it: The Leucan Shaved Head Challenge is an unforgettable and rallying experience. It is heartwarming to know that the money raised provides Leucan's families with essential services. I urge Quebecers to participate in great numbers. Your head is worth more than you think!"

François Lambert, the successful businessman introduced to the general public thanks to his appearance on the very popular show "Dans l'oeil du dragon", pursues his mission as corporate ambassador for the Leucan Shaved Head Challenge. "I am both profoundly and personally moved by this cause since Arianne, 14, the daughter of a friend, is currently struggling with cancer. I hope to make a difference for her and for all of Leucan's families by encouraging the business community to organize corporate Challenges."

Be a part of this great wave of solidarity for cancer-stricken children. TAKE PART in the Challenge, SPONSOR a participant and SHARE the information. Follow us on [Facebook](#) and [Twitter](#) for all the latest news about the 2014 Leucan Shaved Head Challenge!

### **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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