



Press release
For immediate release

1,200 Participants Shined on the Slopes in Support of Cancer-Stricken Children at the Leucan 12-Hour Ski Challenge

MONTREAL, March 12, 2016 - More than 1,200 skiers and snowboarders took part in the 11th edition of the [Leucan 12-Hour Ski Challenge](#), presented by [PROXIM](#), raising over \$465,000 for cancer-stricken children and their families, bringing the total to \$4.5 million since the first edition of the event in 2006.

Under this year's theme, "Be ready to shine!", the Leucan 12-Hour Ski Challenge took place in four ski resorts on March 12: Mont-Vidéo (Abitibi-Témiscamingue), Vallée du Parc (Mauricie-et-Centre-du-Québec), Bromont, montagne d'expériences (Eastern Townships) and Stoneham Mountain Resort (Quebec).

"It's wonderful to see so many people rallying up for this beautiful cause. The young and old alike can have a fun day while helping Leucan to continue to provide its essential services to families," says Mirianne Brûlé, actress and Patron of the Challenge at Vallée du Parc. The three other Patrons of the event—Marie-Christine Leblanc (TVA), Isabelle Perron (Énergie Estrie), and Pascale Langlois (Énergie Abitibi)—also hit the slopes to meet participants and showcase their support to member families from different regions.

Leucan would like to thank PROXIM, the Challenge's presenting sponsor for a fourth year; the many provincial and regional sponsors and contributors for their generous participation; and, of course, the volunteers without whom the Challenge could not be so successful.

About the Challenge

Created in memory of Edgar Sirhan-Gibson, the [Leucan 12-Hour Ski Challenge](#) is one date, four ski resorts and 12 hours of pure fun! This convivial and participative family event stirs people into action. In teams of one to four, skiers and snowboarders must raise a minimum of \$500 for Leucan and go down the slope at least once every hour over the 12 hours of the Challenge.

About Leucan

For more than 35 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:

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