PRÉSENTÉ PAR Proxim

DÉFI SKI 12h leucan 10e anniversaire

SKIEZ POUR LES ENFANTS ATTEINTS DE CANCER DEFISKI.COM

PARTICIPEZ • ENCOURAGEZ • DONNEZ

Press release

The Leucan 12-Hour Ski Challenge celebrates its 10th anniversary; Leucan innovates for the 2015 edition!

Montreal, December 12, 2014 – Today, Leucan officially launches the 2015 Leucan 12-Hour Ski Challenge, presented by Proxim. For the 10th anniversary of the Challenge, Leucan invites everyone to get their skis and their boards out and join the thousands of participants who will ski for cancer-stricken children.

Leucan is delighted to reveal its newest member joining the team of provincial spokespersons of the Challenge. Sylvie Fréchette (Olympic medalist in synchronized swimming) proudly joins Tobie Bureau-Huot (*NRJ*), Andie Duquette (singer), and Michaël Roy (sports reporter at *Salut, Bonjour! weekend*), returning for a second year, to complete this great team for the 2015 edition. These short videos show their reasons for getting involved and contain more details about the Leucan 12-Hour Ski Challenge.

As told by Michaël Roy, "this year, a sixth mountain joins the Challenge to gather a maximum of participants. Whether you're with friends, colleagues or your family, come ski on Saturday, February 14th (at Mont Lac-Vert), February 21 (at Mont Cascades – the new mountain), March 7th (at Mont-Vidéo and at Vallée-du-Parc) and March 14th (at Ski Bromont and at Stoneham Mountain Resort)."

The Leucan 12-Hour Ski Challenge, organized in memory of Edgar Sirhan-Gibson, is a mobilizing activity in which participants, in teams of four, raise a minimum of $500 in donations for Leucan and must each perform at least one downhill per hour for 12 consecutive hours. "The 2015 edition of the Challenge is a 10th anniversary, four dates, six mountains in six regions and 12 hours of fun. It's a friendly, family and participatory activity where skiers and snowboarders of all ages and all levels will experience an unforgettable day while supporting Leucan," notes the new spokeswoman, Sylvie Fréchette.

Leucan is very proud to count on the support of Proxim, presenter of the Leucan 12-Hour Ski Challenge for a third year, and thanks the numerous regional sponsors supporting the Challenge.

12hourski.com has all the information on the Challenge, how to sign up and how to support a participant.
Like our slogan says: "Participate. Support. Give."

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. With its many offices, Leucan is present throughout Quebec.

–30-

Source :
Joany Boulanger
Communications Project Officer
514 731-3696, ext. 514
joany.boulanger@leucan.qc.ca