



Press release

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## **Leucan 12-Hour Ski Challenge 2016**

### **Be ready to shine for children with cancer**

MONTREAL, January 12, 2016 – With snow finally here, Leucan is launching today the 2016 edition of the [Leucan 12-Hour Ski Challenge](#), presented by [PROXIM](#). This year, participants will hit the slopes on four mountains on March 12 in support of cancer-stricken children. Bromont, montagne d'expériences, Stoneham Mountain Resort, Vallée du Parc and Mont-Vidéo urge skiers and snowboarders of all ages and levels to come illuminate the slopes for children with cancer.

A host of new attractions awaits participants in 2016. From breakfast with the team of Leucan Mauricie-et-Centre-du-Québec to a soapbox race hosted by Leucan Estrie, not to mention the Family zones, there's something for everyone. Friends, colleagues and families are all invited to join in the festivities.

Under this year's theme, "Be ready to shine!", Leucan invites participants to adorn bright, luminous, sparkling or fluorescent accessories and take on the Challenge on March 12. By shining for the children of Leucan, they will be their lucky stars for one day.

New this year, Leucan is fortunate to count on the support of four public figures who will act as Patrons of the Challenge: Mirianne Brûlé, an actress best known for her roles in TV's *Ramdam* and *30 Vies* (Vallée du Parc); Marie-Christine Leblanc, TV host and commentator for TVA (Stoneham Mountain Resort); Isabelle Perron (Bromont, montagne d'expériences) and Pascale Langlois (Mont-Vidéo), both radio hosts for *Énergie*. Leucan would also like to thank PROXIM, the Challenge's presenting sponsor for a fourth year, as well as all regional sponsors for their generous contribution.

#### About the Challenge

Organized in memory of Edgar Sirhan-Gibson, the Leucan 12-Hour Ski Challenge is one date, four mountains and 12 hours of fun. It's a mobilizing, friendly, family and participatory activity in which skiers and snowboarders, in teams of one to four, must raise a minimum of \$500 in donations for Leucan and must each perform at least one downhill per hour for 12 consecutive hours. To register, support a participant or know more about the Challenge, people can visit the [12hourski.com](http://12hourski.com).

#### 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 10<sup>th</sup> 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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