



Leucan Challenges Quebec's Business Community

The Association seeks 40 'Giants' to invest in research and support for children with cancer and to improve quality of life for survivors

Montreal, June 15, 2017 - To mark its 40th anniversary in 2018, Leucan is challenging business leaders to make a larger-than-life gesture with the launch of the **40 Giants for Leucan** campaign in Quebec. This initiative aims to recruit 40 figures from the business community, or 'Giants', who are willing to commit to donating \$40,000 each to Leucan.

"40 years of support of Quebec families deserves to be celebrated. Cancer is not a disease that waits, and in order to continue our work with families affected by cancer and pediatric cancer survivors, we need proper funding. The image of the Giant demonstrates the scale of what we are asking of business people," explains Pascale Bouchard, Executive Director of Leucan. "We are pleased to announce the participation of four Giants already. We hope they will inspire other Quebec businessmen and businesswomen to stand up and take concrete action to support the community and the health of Quebec's youth."

Four Giants have already agreed to invest in the cause:

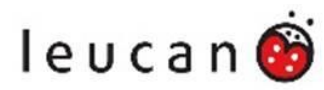
- Stéphane Chevigny, President and Founder, Intersand Group
- Franca Riso, Vice-President, Montoni
- Carole Chapelaine, Senior Vice-President, Quebec and Ontario Region, Scotiabank
- Louis Pilon, CEO, Jamp Pharma

The campaign aims to raise \$1.6 million, which will be used directly to improve cancer treatments for children and improve survivors' quality of life. The funds provided by Leucan will give access to the best treatments in the world, adapted for each child and type of cancer.

Currently, Leucan receives no government funding and depends on donors. In Quebec, close to one family per day receives a cancer diagnosis for a child. Leucan supports between 1,000 and 1,500 families each year.

About Leucan

For nearly 40 years, Leucan has been committed to supporting cancer-stricken children and their families from the day of diagnosis and through every stage of cancer and its effects. As a loyal ally of hundreds of families and thousands of members across Quebec, the Association provides distinctive and tailored 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 available across the province.



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