

Let's help them back uphill: A catchy invitation to support cancer-stricken children at the Leucan Ski Challenge

Montreal, January 10, 2017 – A storm of new ideas blew on the Leucan Ski Challenge, and today marks the official kick-off of this festive and rallying fundraising event.

This year, the Challenge will be held at five ski resorts across Quebec. On March 11, Leucan will take over the slopes of Bromont, montagne d'expériences, Mont Lac-Vert and Mont-Vidéo. On March 18, Station touristique Stoneham and Vallée du Parc will have their turn in supporting cancer-stricken children.

Thanks to *Compagnie et cie*, Leucan introduced a new visual identity for the Challenge focussed on cancer-stricken children, the largest beneficiaries of this fundraising activity. *Let's help them back uphill*: that's the invitation extended to skiers and snowboarders of all ages and levels to form a team and sign up today at defiski.com. [Click here](#) to watch the Web clip created for the event.

Also new this year: hosts Caroline Proulx and Félix Séguin are sharing the role of event spokesperson. Leucan would also like to thank all children spokespersons, honorary presidents, ambassadors, and sponsors who care deeply about the success of this event.

About the Leucan Ski Challenge

The Leucan Ski Challenge is hours of skiing or snowboarding and several other activities at five ski resorts across Quebec in support of cancer-stricken children and their families. It's a participative and family-friendly activity open to people of all ages. Participants rally up in teams of one to four individuals and endeavour to raise a minimum of \$500 in donations to take part in the participatory component of the Challenge. Some resorts also include a competitive component and a snowshoeing activity. Every team member must go down the slope once every hour of the Challenge. To learn more, please visit defiski.com.

About Leucan

For nearly 40 years, [Leucan](#) has been supporting cancer-stricken and their families from the day of diagnosis and through every stage of cancer and its side-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. In addition, Leucan offers direct financial assistance and funds both clinical research and the Leucan Information Centre. With nine regional offices, Leucan is available across the province.

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