

The Leucan Experience: A Success on all Fronts!

Montreal, November 7, 2017 – Tonight, more than 570 guests gathered at Arsenal contemporary art to attend The Leucan Experience, a presentation of McKesson Canada and Medisys Health Group. This year, the record amount of \$563,589 was raised to support cancer-stricken children and their families.

This great benefit evening, held under the theme “A family story”, provided guests with the opportunity to walk in the shoes of families receiving a childhood cancer diagnosis, thanks to a Leucan virtual reality experience. Produced by Les Productions Figure 55, this new awareness-raising strategy gives users an immersive and intimate experience. “This experience is an important innovation for Leucan. It allows the public to understand the emotions experienced by families who, like mine, have had to face the disease ” says Pascal Proulx, survivor of pediatric cancer and President of Leucan.

For a second year, actor and stand-up comedian Emmanuel Bilodeau was the MC for this emotionally charged event. The gastronomic menu was created by Chef Laurent Godbout from restaurant Chez L’Épicier. In keeping with the evening’s theme, guests enjoyed warm and comforting dishes, inspired by traditional family recipes.

The event would not have been such a tremendous success without the amazing support of our Honorary Co-Chairs, Dr. Sheldon Elman, Executive Chairman of Medisys Health Group, and Domenic Pilla, CEO of McKesson Canada. Leucan also wishes to highlight the generous involvement of the Committee Chairman, Luc Bisailon (RBC Royal Bank), and the evening’s ambassadors: Pascale Audette (Carebook Technologies), Germain Bureau (RBC Royal Bank), Mario Caron (National Bank), Michelle Cialdella (Medisys Health Group), Patrick Galizia (Norton Rose Fullbright), William Georges (McKesson Canada), Alexandre Lafond (Premium Human Resources), and Sandra Silva da Costa (Arbonne).

About Leucan

For 40 years, [Leucan](#) has been 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](#) through a highly skilled team who developed a cutting-edge expertise in the field. Leucan also funds [clinical research](#) and the [Leucan Information Centre](#). With its nine offices, Leucan is available across the province.

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Source and information:

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