



PRESS RELEASE
For immediate publication

The CHEO Foundation becomes an official beneficiary of Tremblant's 24h

Mont-Tremblant, August 25, 2020 - Tremblant's 24h is proud to reaffirm its commitment to the Ottawa-Gatineau region by partnering with the CHEO Foundation and making it a beneficiary of the 2020 edition of the event.

CHEO is a world-class pediatric care centre serving Eastern Ontario and Western Quebec. Located in Ottawa, CHEO touches the lives of more than 500,000 children and families each year.

The alliance of Tremblant's 24h and the CHEO Foundation will enable the organizations to further their common goals for children's health and well-being. Among other things, the agreement will help fund a variety of specialized programs and services, such as research into pediatric hemato-oncology.

"For 24h organizers, it is important that we maintain the commitment of the past 14 years to the Ottawa and Gatineau region, and to do so, we chose to team up with a reputed organization dedicated to care and research and having a direct impact on children's lives," said **Simon St-Arnaud, Executive Producer of Tremblant's 24h**. "Being engaged in the fight against childhood cancers together with Fondation Charles-Bruneau and its four cancer centres in Quebec, we are proud to partner with the CHEO Foundation to take another step toward our goal of eliminating pediatric cancer altogether."

"We are honored to be a beneficiary of funds raised through Tremblant's 24h. Participants in this amazing event know the importance of teamwork when you're facing a tough challenge and so do the kids and families they are supporting. Tremblant's 24h gives children and youth the hope of a better, healthier future. It is our goal at CHEO to always help kids live their best lives. With the dedication of Tremblant's 24h committee, I know we can achieve so much together," said **Kevin Keohane, President and CEO, CHEO Foundation**.

About Tremblant's 24h

Tremblant's 24h is a charity event under the auspices of Fondation 24h Tremblant. This major event features sporting challenges in which participants raise funds for children's causes. Each year, Fondation 24h Tremblant remits the profits of this massive fundraiser to three official beneficiary foundations with the aim that one day, all children might grow, flourish and be healthy.

Tremblant's 24h counts on the support of thousands of donors each year and has remitted over \$36 million toward children's causes since 2001. The 20th edition will take place December 4 to 6, 2020, and funds will be distributed to Fondation Charles-Bruneau, the CHEO Foundation and Fondation Tremblant.

Information and registration: www.24htremblant.com



Photo credit: CHEO Foundation

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