



## **Tremblant's 24h Fundraiser Kicks Off Ambitious Target of \$2,000,000 Set for 20<sup>th</sup> Edition**

**Montreal, November 10, 2020** – The 20<sup>th</sup> edition of **Tremblant's 24h** – this year, a virtual version – has officially kicked off its fundraising campaign. This donation drive is most meaningful; given the heavy toll the pandemic is taking on the charitable foundations that benefit from the event. The 24h will be staged remotely from **December 4 to 6** in a very different format. Rather than making their way to Tremblant for a live team event, participants are being encouraged to engage in a physical activity for 24 hours, no matter where they are in **Quebec and Ontario**. They may choose to take the challenge solo, as a duo or with a team, engaging in an extreme sport or an activity in their living room... anything goes! Not only will it be great for morale, but it will also help support **important children's causes**.

Now more than ever, children need you, the 24h community, for three essential reasons:

- Foundation revenues have **dropped by more than 60%** since the onset of the pandemic.
- Cancer is still the **leading cause of death** by illness in children.
- Without your donations, **research projects are at risk**.

The 24h is committed to doing everything in its power to have a great fundraiser and thus give children the chance to grow up and enjoy healthy lives.

For the past 20 years, the 24h community has shown unwavering commitment; this year, it radiates **throughout Quebec and Ontario**. With **nearly 200 teams already registered** we're witnessing a wave of enthusiasm, but that's only half the battle. The 24h needs your support to meet our ambitious fundraising target of **two million dollars** this year.

All **profits from the donation drive will be disbursed to three beneficiary foundations** dedicated to improving the health and well-being of children. These organizations have a significant impact throughout **Quebec**, in the **Ottawa-Gatineau** region, and locally in the **Laurentian MRC**.

**Fondation Tremblant** helps the 24h be present in its host region and make a difference for disadvantaged or special needs children.

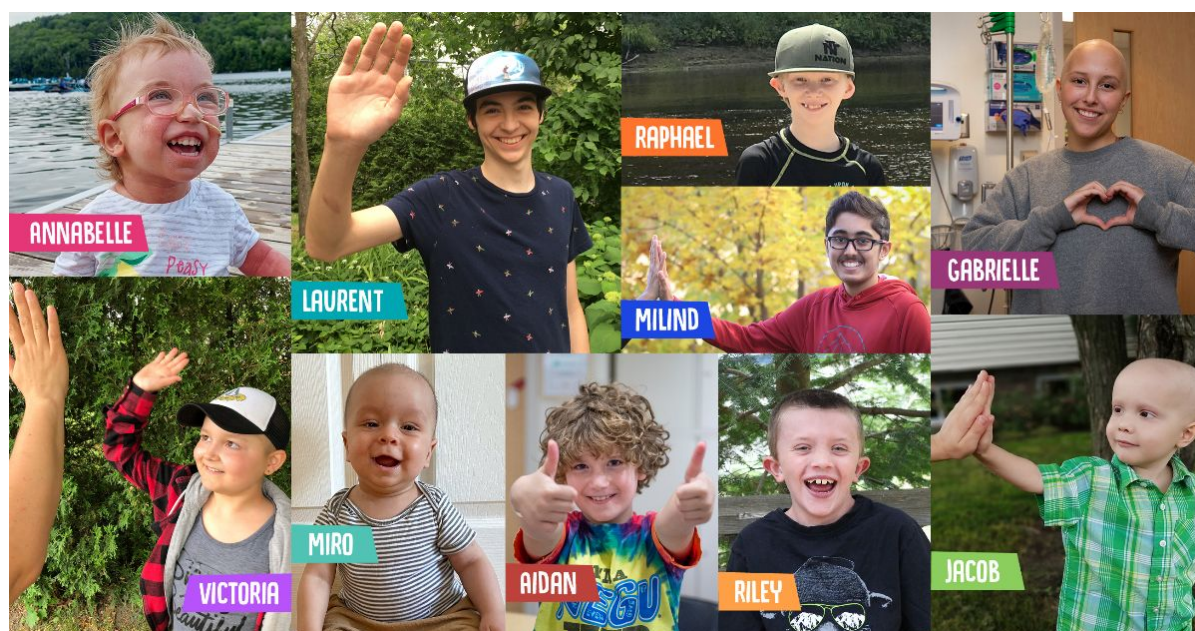
With the **CHEO Foundation** as a new partner this year, the 24h continues its 14-

year commitment to the Ottawa-Gatineau region accompanied by a credible care and research organization. This partnership will help take the 24h one step closer to making pediatric cancer a thing of the past.

The 24h is once again joining forces with Fondation Charles-Bruneau, its principal beneficiary for the past 18 years. Today more than ever, the hope of thousands of children with cancer rests on research.

As **Pierre Bruneau** has said, "Fondation Charles-Bruneau is no longer just the image of my son. It's all the children in this province who experience the ordeal of cancer. Every day, we receive testimonials that confirm the importance of our commitment in health centres. Whether in Charlevoix, Gaspésie or the Eastern Townships, all Quebec families have access to facilities that have been specially designed for them in the four Charles-Bruneau centres and units. The inestimable support we receive from Tremblant's 24h is beyond crucial, as it also enables us to maintain research teams and, in so doing, cure children whose only hope is those ground-breaking projects."

[See how far your donations go](#)



## The sponsored children

Each year, some 10 or so children become the faces of our beneficiary foundations, representing thousands of other children. They are our young heroes and ambassadors. Their names are Annabelle, Jacob, Laurent, Miro, Victoria, Raphaël, Riley, Aidan, Gabrielle and Milind. All are models of resilience and examples for us in this time of pandemic. Read their stories [here](#) and get to know them [here](#)

### **Donation matching by Canada Life**

Our partners will play a crucial part in the success of the 2020 edition. In fact, the event presenter is setting the tone with a remarkably generous offer.

"In these difficult times, Canada Life is committed to helping the community in every way possible," said Monique Maynard, President of Quebec Affairs for Canada Life. "That's why, during the month of November, we will double participants' donations to motivate them in their fundraising efforts, up to \$150,000. These children need our support now more than ever, and we hope that by getting involved in this way, we are encouraging people to give generously to this important cause in Quebec."

Participants have until **November 22 to register** for the event; just click [here](#).

### **The remote Tremblant's 24h is:**

- 24 hours of physical activity done wherever you are. Walk or run on a 5-km loop; climb a mountain on snowshoes or skins; travel the trails in your area on a fatbike or ride your stationary bike in front of the TV. Anything goes!
- a fundraiser for foundations dedicated to children's causes.
- an unmissable annual tradition for 20 years thanks to an incredible collective commitment.
- an exciting and moving virtual program from December 4 to 6.

[24htremblant.com](http://24htremblant.com)

See the campaign launch [here](#)

**Join the conversation with the hashtag #24hTremblant**