

More Than a Virtual Happening...
Tremblant's 24h is a Winning Remote Community!
Surpassing all expectations, event raises \$2,340,159

MONT-TREMBLANT, Quebec, December 7, 2020 – The organizers of **Tremblant's 24h** are thrilled by the success of its **20th edition, which was held virtually and resulted in a wave of exceptional solidarity that brought people together across Quebec, Ontario, Whistler, and even Budapest and Thailand.** Despite being virtual, the event harnessed the very tangible energy of **1,620 participants** and ultimately surpassed the ambitious **two-million-dollar** fundraising goal set in support of children's causes.

This remarkable achievement, considering the public health situation, was achieved not only by sheer numbers but also the generosity of major donors and partners, among them Canada Life, which pledged to match donations throughout November up to a total of \$150,000 and ultimately contributed \$300,000.

The virtual program of events, which included exclusive shows and customized performances, was hailed as “extraordinary” and punctuated by magic moments with big-hearted guest artists who paid personal visits to some of the sponsored children and performed their favourite songs. On Friday night, the program kicked off live at the Rogers Studio with a tasting of Boréale beers and high-energy music provided by Mélissa Lavergne and DJ Abeille. On Saturday, audiences were moved by the intimate performances and sensitivity of David Laflèche and his guests.

And when the 24 hours were up, Tremblant's 24h ended on a high note with the unveiling of its fundraising total: **\$2,340,159.**

“With this singular edition, participants from across Quebec dug deep to excel at their original physical challenges and pushed hard to exceed their fundraising goals,” said Simon St-Arnaud, executive producer of Tremblant's 24h. “The wave of solidarity was even stronger this year and aroused even more emotion. We're thrilled to have met our fundraising goal, but even more amazed to see how the community, throughout Quebec and beyond – even as far away as Thailand – came together to support children's causes.”

The 2020 edition in brief:

- **All-virtual 20th edition**
- **\$2,340,159** raised from **20,479** donations
- **219** teams all over Quebec and Ontario skiing, walking, running and cycling
- **1,620** enthusiastic participants who braved the gamut of weather conditions
- **3,480** total accumulated hours of activities
- Countless heartbeats and smiles
- **Team No Way le plan B**, which logged the most hours, with **124.5**
- **15** dedicated ambassadors from Quebec and the Ottawa-Gatineau region
- **10** child spokespersons
- **3** beneficiary foundations
- **2** joyful and intimate evenings
- Hundreds of benefit activities organized by teams throughout the year
- Many lives changed, hearts warmed, and personal limits pushed
- The 21st edition confirmed for **December 3, 4 and 5, 2021**.

Corporate dedication

The teams from **Evolugen/Brookfield** marked their **15th year of participation in the 24h** with an eye-popping fundraising total of \$206,200. It's worth pointing out that this company's teams have raised an accumulated total of more than \$3.3 million for the event.

Rogers, another important partner, doubled down on its efforts this year by showing up with the largest delegation – 150 employees – who ended the donation race with the highest team total, a whopping \$138,087.

KPMG, a company that has participated for more than six years and is known for their superhero capes, raised an impressive \$94,261.

And last but by no means least, the teams formed by the company **HATCH** and its captain Yannick, father of Annabelle (one of this year's sponsored children), raised \$85,902.

Where do the donations go?

All profits from Tremblant's 24h are disbursed to three beneficiary foundations: **Fondation Charles-Bruneau**, **CHEO Foundation** and **Fondation Tremblant**, which all have a big impact across Quebec, in the Ottawa-Gatineau area, and locally in the Laurentians MRC. Donations are key to giving children a better quality of life and funding innovative research projects in the field of pediatric hemato-oncology. Research gives birth to hope.

To see all fundraising results and team rankings:

<https://www.24htremblant.com/en/fundraising/rankings>