

**PRESS RELEASE**

**For immediate release**

**The 24h Tremblant donates $2,276,000 to its beneficiary foundations!**

**Mont-Tremblant, May 6 2021 -** The exceptional success of the 24h Tremblant, which took place remotely last December and shone a spotlight well beyond Quebec on the great cause for children, has made it possible for the organization to donate the impressive sum of $2,276,000 to its beneficiary foundations.

After the event and the success beyond all expectations of the 2020 edition, given the constraints of the public health crisis, the 24h Foundation is immensely proud to present a first instalment of the profits of the recent edition as well as amounts from 2019 that were earmarked to help deal with the pandemic and protect the future and the sustainability of the event and its fund raising.

*"It's wonderful to be able to donate over $2.2 million to our three beneficiary foundations! While last year at this time we were experiencing uncertainty, we can now carry out our mission of supporting these foundations that are doing an extraordinary job in giving children the chance to grow and thrive in good health. So this is a time to celebrate the commitment of all the participants and our partners, the generosity of donors, and the great solidarity that has been the driving force behind this unique, different but highly motivating 24h Tremblant!”* Simon St-Arnaud, Executive Producer of the 24h Tremblant.

**Where do donations go?**

All profits from the 24h Tremblant are distributed to three beneficiary foundations: Fondation Charles-Bruneau, the CHEO Foundation and Fondation Tremblant, which have a major impact throughout Quebec, in the Ottawa-Gatineau region, and locally in the Laurentians RCM. Donations are essential to offer all children a better quality of life and to fund research in paediatric hemato-oncology.

**Fondation Charles-Bruneau**

The major contribution of the Fondation 24h Tremblant allows the Fondation Charles-Bruneau, a beneficiary of the 24h for the past 18 years, to fund some of the most promising research taking place today on pediatric cancers. Researchers are developing medical treatment adapted to each child's genetic code, leading to more targeted, effective, and personalized treatments with fewer side effects and long-term sequelae. Thanks to this ongoing research, the medicine of tomorrow is truly being practiced today.

**The CHEO Foundation**

At any given time, CHEO is caring for approximately 500 children and youth who are in some stage of cancer treatment. That is a lot of blood tests, chemotherapy sessions, admissions, surgeries, counseling time, and so much more. "*The physical and emotional toll a cancer diagnosis takes on a young person is huge, but events like the 24h Tremblant help to make the journey a little easier. When you support Tremblant's 24h through your donations or your participation,* *you are putting tools in the hands of CHEO's expert clinicians and giving world-class scientists the resources they need to continue studying safer and gentler cancer treatments.*" - Kevin Keohane, President and CEO, CHEO Foundation

**Fondation Tremblant**

In these times of health, economic and social crisis, helping disadvantaged children or those with special needs is more important than ever. Fondation Tremblant accomplishes this by providing essential financial support to Laurentians RCM community organizations working in the field to help children and to meet the needs that have become even more acute over the past year. For the Fondation 24h Tremblant, it is crucial to be present in the region that hosts the 24h and to make a difference, to give children a better quality of life and the opportunity to develop their full potential.

**24h Tremblant 2021 edition confirmed**

In 2020, the 24h Tremblant community, its participants, partners, and donors have shown that together, we are stronger!

From December 10 to 12, 2021, we will once again be able to witness this event with the 21st edition of the 24h Tremblant. The organization is preparing an event on site in Mont-Tremblant, with the most stringent adherence to the public health rules that will be in force at the time, as well as a repeat of its remote component. Next December, the kids are counting on you! Watch for registrations to open in mid-May. For details, 24htremblant.com

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