



PRESS RELEASE – FOR IMMEDIATE PUBLICATION

24h Tremblant: Another Resounding Success Amid Tricky Weather Conditions

With this year's \$4,011,126 million tally, the event has raised more than 43 million dollars since 2001 for children in Quebec

Mont-Tremblant, December 13, 2021 – Celebrating the event's grand return to the mountain this year after a remote formula last year, the [24h Tremblant](#) has surpassed its goal of **\$3.5 million** by a long shot, bringing in **\$4,011,126** for its 21st edition, held from December 10 to 12. The fundraising total tops up the \$39 million collected since the event started in 2001 and donated to various organizations that provide a better quality of life for children. Such a positive outcome is a testimony to the tradition of solidarity and commitment to the event year after year.

"Weekend conditions were anything but predictable, and we had to adjust and even rethink the program from one hour to the next to ensure participant safety and certain key moments of the event," said Simon St-Arnaud, executive producer of the 24h Tremblant. "In spite of it all, the 3,000 participants were up to the challenge with an incredible intensity from start to finish, skiing, walking, running in Tremblant and all over Québec. They never gave up, always keeping in mind the thousands of children who benefit from the support of **Fondation Charles-Bruneau, CHEO Foundation and Fondation Tremblant.**"

Another first: the 24h Tremblant took on a festival atmosphere with a new feature, the **24hFest**. A raft of more than 20 artists (**Mélissa Lavergne, DJ Abeille, Zuruba, Mitch Oliver, David Laflèche, Andréanne A. Malette, Vice du Nord, Rémi Chassé, Boogat, Jérôme Couture, Marie-Élaine Thibert, Martin Deschamps, Matt Lang and Mario McFly**) delivered three days of live music from the foot of the slopes.

Unwavering dedication

The event has grown to extraordinary dimensions since its first edition, when it drew 300 participants and raised \$300,000. In 2021, sponsoring partners were still loyal to the cause. Organizers underscore the invaluable contribution of [Rogers](#), a partner since 2018. "This year, once again, we felt a powerful wave of commitment in our team and great pride at being part of such a movement," said Édith Cloutier, president of Rogers Communication for Québec. "I want to express my heartfelt thanks to our 150 employees who met the challenge for the second consecutive year. At Rogers, we always aim to give back to our communities and to have a positive impact on the places where we live and work. Our participation in the 24h Tremblant is a way for us to extend this commitment in the community and reinforce team spirit between coworkers."

“It is an honour to start each winter season with the 24h Tremblant,” says Patrice Malo, president and CEO of Mont Tremblant Resort. “Clearly, an event of such a broad scope comes with its share of challenges, not only for the people in charge of the mountain but also for the organizers. This year in particular, we salute the resilience of the on-site teams, who were able to react quickly to difficult weather conditions and guarantee the best and safest experience for participants. They were a crucial part of the event’s success.”

The beneficiaries are also thankful. “Over the past 19 years, the 24h Tremblant has donated more than \$17 million to Fondation Charles-Bruneau, making it the top donor in our history,” said Rébecca Dumont, chief executive. “The important support provided by this wonderful community allows us to finance innovative projects that significantly improve care and treatment to children with cancer. Major advances in research are directly attributable to the generosity of donors and the involvement of all participants. To them, we extend our heartfelt thanks!”

Families are deeply touched

The families involved are also fully aware of the immense positive impact of the 24h Tremblant. “It gives us hope to see so many people standing with us, coming together, going that extra mile for the children. The event is a welcome break filled with beautiful moments for our family,” said one parent. “It is a balm for our souls, a short respite from the illness, and a powerful boost of energy.”

Meanwhile, the 17,000 people who have signed up for the 24h Tremblant since 2001 agree that the experience is one of unique and gratifying moments in the service of a worthy cause. “It is really my favourite event of the year. The 24h is more than a cause, it is an extraordinary movement. No one leaves it without having learned something about themselves,” confides Robin Summer, a 24h participant since 2017.

Warmest thanks

The organizers gratefully acknowledge this year’s 3,000 participants, corporate sponsors Rogers, Helly Hansen, Boréale, PayFacto, L&P Apparel, Evolugen, CGI and Adviso, and our event ambassadors Dominic Arpin, Philippe Fehmiu, Frédéric Plante, Benoît Gagnon, Phil Denis, Alexandre Despatie, Erik Guay, Aurélie Rivard, Alexandre Bilodeau and Sam Laprade.

The 22nd edition of the 24h Tremblant is scheduled to take place December 9, 10 and 11, 2022.

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