

Sainte-Justine's 17th Annual "Mois des Câlins"

People can Purchase the "Rose Câlins" Lip Perfector in Support of Children and their Families

Montreal, January 23, 2023 – As the 17th annual Mois des Câlins de Sainte-Justine campaign gets underway, the CHU Sainte-Justine Foundation and its long-time partners, **Rythme**, **Jean Coutu** and **Clarins**, invite members of the public to show their love for this very hug-worthy cause. Starting January 23, 2023, there will be **30,000 tubes of Clarins "Rose Câlins" Lip Perfector** on the shelves of the 349 Jean Coutu stores across the province, all in support of the CHU Sainte-Justine Foundation. For every \$20 tube, Jean Coutu and Clarins will together donate \$10 to the CHU Sainte-Justine Foundation to support the health of children and mothers-to-be.

The Marie Enfant Rehabilitation Centre (CRME) is the only exclusively pediatric rehabilitation facility in Quebec and one of Canada's leading authorities in the field. Every year, 5,000 young patients are treated at the CRME for a motor impairment or language disorder. The CRME's mission is to help children to develop their capacities, optimize their independence and acquire skills essential to daily living.

This campaign has a life-changing impact on young rehab patients like **15-year-old Alexis**, this year's campaign ambassador, who was born with spastic cerebral palsy. After a gruelling surgical procedure, he is working hard to regain the use of his legs at the CRME, which was his second home for eight months. Thanks to everyone at Sainte-Justine and the state-of-the-art care he is receiving, his family can hold out hope for a better tomorrow.

Our ever-loving Hug Squad!

Once again this year, the Mois des Câlins campaign will rely on its incredible Hug Squad to take to the airwaves at Rythme and speak on behalf of children who need a helping hand. **Marie-Eve Janvier**, **Marie-Christine Proulx**, **Isabelle Racicot** et **Nadia Bilodeau** will be joined by first-timers **Anouk Meunier** and **Francisco Randez** to reach out to listeners and ask them to give in response to Sainte-Justine's appeal.

Our ever-popular drawing contest!

Last year, the *Dessine-moi un câlin* judges had the near-impossible task of choosing from the hundreds of wonderful submissions received from budding artists across Quebec. In the end, they agreed that – drum roll, please! – **11-year-old Maria-Paula** from Repentigny was deserving of top honours. Not only is her artwork gracing the 30,000 boxes of Lip Perfector for this 17th annual campaign, but she has also been awarded a \$1,000 gift certificate to a book and toy retailer. Once again this year, young creators aged 5 to 12 from across the



Official broadcaster

Presenting partner



province are encouraged to send in their drawings between January 9 and February 20, 2023.

For more information about the Mois des Câlin de Sainte-Justine campaign and the *Dessine-moi un câlin* contest, go to calins.ca.

Be sure to visit our partners' websites at rythmefm.com, jeancoutu.com and clarins.com.

And follow the hashtag **#moisdescâlin** on social media.

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Source: CHU Sainte-Justine Foundation

Media enquiries:

**Marie-Noël
Phaneuf**

annexe
514 553-2570
marienoel@annexe.media

About the CHU Sainte-Justine Foundation

The CHU Sainte-Justine Foundation's mission is to engage the community and support the CHU Sainte-Justine in its pursuit of excellence and its commitment to providing children and mothers with one of the highest levels of health care in the world, now and in the future. Please visit fondationstejustine.org to learn more.

About CHU Sainte-Justine

The Sainte-Justine University Hospital Centre (CHU Sainte-Justine) is the largest mother-child centre in Canada and the second largest pediatric hospital in North America. A member of the Université de Montréal extended network of excellence in health (RUIS), Sainte-Justine has 5,457 employees, including 1,532 nurses and nursing assistants; 1,000 other healthcare professionals; 520 physicians, dentists and pharmacists; 822 residents; and more than 204 researchers, 41 volunteers and 4,416 interns and students in a wide range of disciplines. Sainte-Justine has 484 beds, including 67 at the Centre de réadaptation Marie Enfant, the only exclusively pediatric rehabilitation centre in Québec. The World Health Organization has recognized CHU Sainte-Justine as a "health promoting hospital." To learn more, please visit chusj.org.