

## **This Summer, the CHU Sainte-Justine Foundation Invites Quebecers to Show Their Support for Young Patients**

**Montreal, June 21, 2021** — The CHU Sainte-Justine Foundation is launching its new campaign to invite Quebecers to give generously this summer. The theme of the campaign is based on a song written by Pierre F. Brault (*L'été c'est fait pour jouer*) and popularized by the children's TV program *Passe-Partout*. It contrasts the joys of childhood during the summer months with the realities experienced by the young patients of Sainte-Justine.

The Foundation is appealing to the public for donations on behalf of children like Éliam. Éliam was born on July 13, 2020, at 32 weeks and 5 days, with an atrioventricular conduction block. His little heart was sick. He underwent his first surgery only two days afterward to implant a pacemaker. As his condition deteriorated over the following 11 months, Éliam had three other operations. He returned to Sainte-Justine in April and was admitted to intensive care. A Berlin heart is keeping him alive while they await a suitable transplant donor. He'll be celebrating his first birthday in the hospital. "This is our second summer at Sainte-Justine," said Sabrina and Jimmy, Éliam's parents. "The best gift of all would be a healthy heart so he can play and have fun like other kids. We're hoping for a fifth and final surgery in the coming months."

"Summer is a time for us all to slow down — a time when we want our kids to be kids," said Maud Cohen, President and CEO of the CHU Sainte-Justine Foundation. "But for many families at Sainte-Justine, like Éliam's, these precious childhood memories are clouded by long stays in the hospital, multiple follow-up appointments, invasive treatments and the corresponding emotional fallout. Sainte-Justine has depended on the support of an engaged community for more than a century now. [Donations have a huge impact](#) on its capacity to advance research, train a veritable army of healthcare professionals and researchers from a broad range of disciplines, and maximize the quality of care provided to children across Quebec."

As the world slowly lifts itself out of the global health crisis, a true revolution in pediatric medicine is taking shape — a revolution in which Sainte-Justine is poised to be a key player. The opportunities at hand have the power to transform pediatric health care, and it is critical that efforts be redoubled to help children and families struck by illness. For over a year, the pandemic has limited the Foundation's ability to hold in-person fundraising events. Which is why this public appeal is being launched to empower the Foundation to continue to honour its pledge to Sainte-Justine.

The campaign will run from June 21 to August 22 and will include TV and radio spots, billboards, and print and social media ads. Creative contributors include Télé-Québec, Les Éditions P.F.B., SOCAN, Simon Godin, Médialliance, La Guérilla, Grande Camera, Studios & Lighting, SHED, Rythme FM, QUB radio, Agence artistique Carrousel, Geneviève Giguère and a number of generous media partners. [Watch the video >](#)

## Monthly donations

Because monthly donations are the best way to help the families of Sainte-Justine, one of the Foundation's generous donors, Pierre Thabet, has pledged to personally match all new monthly gifts for the next 12 months, up to a total of \$50,000.

"Sainte-Justine's mission is province-wide in scope," said Pierre Thabet. "It offers specialized care, and the needs are very real. No matter where you live in the province, if your child becomes seriously ill or injured, chances are they'll be treated at Sainte-Justine. I hope my donation catches on and encourages individuals and businesses alike to contribute as well. You don't lose anything when you give — in fact, you gain a stronger community."

### Highlights:

- As the world slowly lifts itself out of the global health crisis, the CHU Sainte-Justine Foundation invites people to redouble their efforts to help children and families struck by illness.
- The campaign theme is inspired by a song written by Pierre F. Brault (*L'été c'est fait pour jouer*) and popularized by the children's TV program *Passe-Partout*. It is aimed at contrasting the joys of childhood during the summer months with the realities experienced by the young patients of Sainte-Justine.
- At Sainte-Justine, donations play an important role in the ability to continue offering the very best in care and research to young patients, who are the focal point of a veritable army of healthcare professionals and researchers from every discipline, each of whom is at the pinnacle of their given field.
- Monthly donations are the best way to support the mother-and-child university hospital centre. All new monthly donors will have their gifts matched for the first 12 months by Pierre Thabet, one of the Foundation's generous supporters, up to a maximum of \$50,000.

### Links:

- To watch the [campaign video](#)
- To [donate](#)

### Interview opportunities:

- Maud Cohen, President and CEO, CHU Sainte-Justine Foundation

### Credits:

Created by: CHU Sainte-Justine Foundation

Directed and produced by: Cristina Martins, La Guérilla

Media agency: Médialliance

Postproduction: SHED

Casting: Agence artistique Carrousel

Music recording: Simon Godin

Photography: Geneviève Giguère

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**Source:** CHU Sainte-Justine Foundation

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**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](http://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](http://chusj.org).