



News release

For immediate release

## Sainte-Justine's 14th Annual Mois des Câlins is Off and Hugging!

Get Your Rose Câlins Lip Perfector Before They're All Gone!

**Montreal, January 28, 2020** – Sainte-Justine's 14th annual Mois des Câlins campaign is now officially underway! The CHU Sainte-Justine Foundation and its faithful partners at Rythme, Jean Coutu and Clarins are once again appealing to people across the province to embrace the cause. Starting today, customers of 343 Jean Coutu stores throughout Quebec can purchase one of 30,000 Rose Câlins Lip Perfectors by Clarins. For every unit sold at a price of \$20, Jean Coutu and Clarins will donate \$10 to the Foundation.

The funds raised by the campaign will go toward supporting such endeavours as the **Marie Enfant Rehabilitation Centre (CRME)** at Sainte-Justine, the only centre in Quebec dedicated exclusively to treating young rehab patients. A Canadian leader in pediatric rehabilitation, the CRME treats 5,000 children and youth every year for a motor or language impairment, offering them highly specialized services designed to foster their rehabilitation, adaptation, integration and social participation. One of these patients is 14-year-old Océane.

In May 2018, Océane was diagnosed with osteosarcoma, a type of bone cancer, in her left femur. She has been a patient at the CRME since August 2019. Before she began intensive rehab to try to regain mobility in her leg, she had gone through an operation to remove her tumour, chemotherapy and biological reconstruction. A third surgery followed this past December to address persistent leg pain. She's now back at the CRME and in remission. And she is firmly resolved to walk again before the year is out. "The community's support for Sainte-Justine is particularly meaningful to us. Their gifts are what enable my daughter to benefit from a full range of services under one roof, where all of the professionals are attentive to her needs and committed to helping her make progress and overcoming her disability," said **Mélodie Lavoie, Océane's mother**.

### Feeling the love... with the Hug Squad!

Once again this year, Sainte-Justine's Mois des Câlins campaign is fortunate to be able to count on the invaluable support of a group of ambassadors who will help promote the cause over Rythme's airwaves. The Hug Squad, made up of **Mitsou Gélinas, Julie Bélanger, Marie-Eve Janvier** and **Sébastien Benoit**, will join forces to rally listeners behind the initiative and respond generously to the appeal.

"Sainte-Justine's Mois des Câlines campaign is a tremendous wave of love in support of children and their families. Thanks to the generosity of Quebecers and the commitment of our partners at Rythme, Jean Coutu and Clarins, the initiative has helped bring in more than \$4 million to date. For the second year in a row, proceeds will go to Sainte-Justine and its Marie Enfant Rehabilitation Centre (CRME). As a result, young rehab patients from across the province will have access to state-of-the-art care in line with their specific needs - all with a human touch. These gifts are vital to maintaining the high standards of excellence at Sainte-Justine," said **Maud Cohen**, President and CEO of the CHU Sainte-Justine Foundation.

## What does a hug look like?

Last year, close to 1,500 budding artists from around Quebec opened up their hearts and pencil cases to enter the *Dessine-moi un câlin* (Draw a Hug) contest. The winning drawing came from 12-year-old Jeanne, who lives in Montreal. Not only can her illustration be found on the box of 30,000 special edition Lip Perfectors, but she also won a \$1,000 gift card to a book and toy store. This year's contest, now in its seventh year, is open and accepting submissions. Quebec children aged 5 to 12 have between now and Valentine's Day (February 14) to send in their artwork.

For more details about Sainte-Justine's Mois des Câlines campaign or the *Dessine-moi un câlin* contest, go to [calins.ca](http://calins.ca).

Be sure to visit our partners' websites at [jeancoutu.com](http://jeancoutu.com), [rythmefm.com](http://rythmefm.com) and [clarins.com](http://clarins.com).

And follow our hashtag [#moisdescalins](https://twitter.com/moisdescalins) on social media.

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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 healthcare in the world, now and in the future. [fondationstejustine.org](http://fondationstejustine.org)

### About the 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's 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 over 204 researchers; 411 volunteers; and 4,416 interns and students in a wide range of disciplines. Sainte-Justine has 484 beds, including 67 at the Marie Enfant Rehabilitation Centre (CRME), the only centre in Quebec that is exclusively dedicated to pediatric rehabilitation. The World Health Organization has recognized the CHU Sainte-Justine as a "health promoting hospital." [chusj.org](http://chusj.org)