



News

For immediate release

\$400,000 Raised During Sainte-Justine's 15th Annual Mois des Câlins Campaign

**Quebecers' support for Sainte-Justine is as strong as ever –
and immune to the pandemic!**

Montreal, March 25, 2021 – The CHU Sainte-Justine Foundation wrapped up the 15th annual Mois des Câlins campaign on a note of gratitude toward the public and long-time event partners Jean Coutu, Rythme and Clarins. Even after all these years and amid pandemic-related restrictions, people across the province stepped up once again to show their support for the children and families of Sainte-Justine. The stories of courage and determination of young patients like Noah, the 2021 Mois des Câlins ambassador, touched Quebecers' hearts on social media, putting the campaign on everyone's lips and helping to sell all 30,000 tubes of Clarins "Rose Câlins" Lip Perfector, available exclusively through Jean Coutu stores in Quebec. As a result, Jean Coutu and Clarins were pleased to donate the \$400,000 in proceeds to the CHU Sainte-Justine Foundation to benefit the children and families of Sainte-Justine and the Marie Enfant Rehabilitation Centre (CRME).

"The Mois des Câlins event has been a true breath of fresh air after the emotionally charged few months we have been through," said Julie Bazinet, proud mother of Noah, a Sainte-Justine patient. "It has helped steel our resolve and give us the boost of energy we need to push forward with Noah's rehab. We were touched by the heartfelt response and community spirit shown by all those who contributed to this wonderful campaign."

This success would not have been possible without the love and support of the Rythme Hug Squad, namely Julie Bélanger, Sébastien Benoit, Mitsou Gélinas, Marie-Eve Janvier and Marie-Christine Proulx. Despite the ongoing pandemic, they were once again enthusiastic in reaching out to their generous listeners and asking for their support. On the front lines of the campaign, the cosmeticians at Jean Coutu stores across Quebec also played a key role in the success of this 15th year of the campaign.

Supporting the CHU Sainte-Justine Foundation for a healthier future for our children

By embracing this campaign and supporting the Foundation's efforts, Quebecers and Mois des Câlins partners are making it possible for Sainte-Justine to make the most of every opportunity to advance pediatric care, now and in the future, and to continue to deliver the highest standard of care to young patients, no matter the circumstances. As a result, Sainte-Justine's teams of professionals can keep looking for answers, regardless of how hard they may be to find, and bring a deep sense of humanity to every human experience.

The Marie Enfant Rehabilitation Centre: Where victories, big and small, change lives every single day

The story of eight-year-old Noah shows how suddenly a life can be turned upside down by a health crisis. An institution like Sainte-Justine is crucial to recovery. And in addressing a loss of mobility, physical function and language, there is the [Marie Enfant Rehabilitation Centre \(CRME\)](#), the only facility in Quebec dedicated exclusively to pediatric rehabilitation. Thanks to the caring and compassionate teams of experts and the state-of-the-art equipment at the CRME, not to mention his own spirit of determination, Noah is alive today and getting better and better. The physiotherapy, occupational therapy, speech-language pathology and specialized education teams are all working together to help Noah recover. The innovative treatments and highly specialized services he has access to are a direct result of donors' contributions. It is this generosity that is vital to the personalized approach that accelerates the progress made by children just like Noah.

Hundreds of children draw a hug to show how much they care

The *Dessine-moi un câlin* contest came to a close on March 8, but not before hundreds of drawings from young Quebecers aged 5 to 12 poured in. These budding artists put their talents to good use to support this heartfelt campaign and in the hopes of claiming top honours. The selection committee will review the submissions and determine the winner, whose artwork will appear on the packaging of the 2022 Clarins "Rose Câlin" Lip Perfector to celebrate next year's Mois des Câlin. The winner will also be awarded a \$1,000 gift card to spend at a book and toy retailer (or the equivalent).

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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 chusi.org.