



News
For immediate release

Mois des Câlins de Sainte-Justine: Back for a 15th Year

An Outpouring of Love for the Children of Sainte-Justine

Montreal, February 25, 2021 – The CHU Sainte-Justine Foundation and long-time partners Rythme, Jean Coutu and Clarins once again invite people from across Quebec to join them in showing their support for Sainte-Justine during the 15th annual Mois des Câlins campaign, which had to be postponed for a few weeks in accordance with government restrictions put into effect earlier in the year. Starting today, 30,000 Clarins “Rose Câlins” Lip Perfectors are available for purchase exclusively through Jean Coutu’s 343 stores in Quebec. For every unit sold for \$20, a joint donation of \$10 will be made by Jean Coutu and Clarins to the CHU Sainte-Justine Foundation. In the past 15 years, thanks to the generosity of its valued partners and Jean Coutu customers throughout the province, the Mois des Câlins campaign has raised an impressive \$4.5 million for various healthcare-related initiatives at Sainte-Justine that have helped thousands of children and their families.

A Foundation and families put to the test

The challenges that the CHU Sainte-Justine Foundation have faced since the onset of the pandemic are unprecedented in scope. The ongoing impacts of the crisis continue to affect the Foundation’s ability to provide the same level of support to Sainte-Justine.

But even in the midst of the pandemic, the families of Sainte-Justine have pressing needs — needs that require our immediate attention. Case in point: those with children being treated at the Marie Enfant Rehabilitation Centre (CRME). The current situation only exacerbates the burden on families who are already vulnerable and struggling. For many of them, distancing and safety precautions mean fewer vital services available to support their children’s health and well-being.

Every year, some 5,000 babies, children and teens with a locomotor or speech impairment are seen at the CRME. The Centre provides ultra-specialized adaptation, rehabilitation and social integration services to young patients from all over Quebec. It is the only facility in the province dedicated exclusively to pediatric rehabilitation. The funds raised during the Mois des Câlins campaign will be directed toward the CRME and the families it helps — families just like Noah’s.

Noah, our Mois des Câlins ambassador

Eight-year-old Noah’s life turned upside down in a matter of minutes. On August 8, 2020, after a day of swimming, he developed an excruciating headache. A few moments later, he had fallen into a coma. By the time he got to Sainte-Justine, his life was hanging by a thread. The diagnosis: a ruptured arteriovenous malformation, which required immediate surgical intervention. After several operations and two long months fighting for his survival at Sainte-Justine, Noah checked into the Marie Enfant Rehabilitation Centre (CRME) on September 30, ready to relearn the skills of daily living. The next few months were marked by intensive therapy in a new environment. But today, Noah is back home. He and his family are taking things one day at a time, but looking to the future with hope.

The Hug Squad is on the case!

Once again this year, the Mois des Câlines campaign will have a team of enthusiastic supporters to get the word out over the Rythme airwaves. Together, **Mitsou Gélinas, Julie Bélanger, Marie-Eve Janvier, Marie-Christine Proulx** and **Sébastien Benoit** will reach out to listeners and invite them to respond generously to Sainte-Justine's appeal.

Back to the drawing board!

In 2020, more than 1,500 budding artists from across Quebec took part in the *Dessine-moi un câlin* (Draw a Hug) contest. The winning drawing was submitted by 12-year-old Colin from Boucherville, who is no stranger to Sainte-Justine. In addition to seeing his artwork on 30,000 boxes of Clarins Lip Perfector for this special milestone anniversary, Colin was given a \$1,000 gift card to spend at a book and toy retailer. Who will follow in his footsteps this year? Quebec children aged 5 to 12 are invited to send their submissions in between now and March 8. So, on your marks, get set... and get drawing!

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

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

And don't forget to follow the hashtag [#moisdescalins](https://twitter.com/moisdescalins) on social media.

-30-

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.