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Press Release
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150,000 lights of hope to shine for the 10th anniversary of the Sainte-Justine's Tree of Lights

*Quebecers are invited to set a new record for generosity
in support of the children and families of Sainte-Justine*

Montréal, December 4, 2017 – The CHU Sainte-Justine Foundation and its principal partners, **Rythme FM and Metro**, are pleased to kick off the 10th edition of the Sainte-Justine's Tree of Lights! Until December 14th, Quebecers are encouraged to be more generous than ever in helping to light up **a record 150,000 lights of hope, at a cost of \$5 each**. These are a source of comfort and support for the children and families who will be spending the holidays in the hospital.

For Emmy Turcotte, mother of Zack and Noah – both patients at Sainte-Justine, whose first Christmas was spent in the hospital – the Tree of Lights has a very special meaning. *“Every light on the tree shines for a child. When you look at the lights, you feel the love and encouragement of others. It gives you more hope – hope to get home from the hospital, of course, but also hope for a cure,”* she explained.

It is for all these families that, **starting tonight, the Tree of Lights will sparkle once more. From December 4th to 14th**, the tree will light up progressively as donations are received, and will remain fully illuminated until January, supporting the patients and staff at the hospital with twinkling lights and warm thoughts. Thanks to live video, these truly symbolic moments will also be broadcast in the children's hospital rooms, as well as online at thetreeoflights.org.

Plenty of ways to make life brighter

To mark the 10th edition of the Sainte-Justine's Tree of Lights, donors visiting thetreeoflights.org are invited to join the Twinkle Club. When you light up 10 or more lights, MEGA™, part of the Mattel® family, will contribute 5 more, up to \$40,000.

For a 4th consecutive year, Metro is generously partnering with the campaign and will once again offer clients in its **201 Metro and Metro Plus grocery stores across Quebec** the option of making a donation at the checkout. In addition, Brault & Martineau is proud to join the movement this year for the first time, by inviting its clientele to help light the star at the top of the Sainte-Justine's Tree of Lights.

Again this year, members of the public can make a donation by texting the word SAPIN to 45678.

The Tree of Lights illuminates hundreds of lives

To demonstrate the impact that the Tree of Lights has on so many people, the CHU Sainte-Justine Foundation asked 4 families and one member of the nursing staff to tell us their stories. Their touching messages have been captured in **5 video clips**.

With a goal of lighting 30,000 lights in its first edition, the Tree of Lights, a legendary symbol of the generosity of Quebecers now celebrating its 10th anniversary, aims higher every year and strives to surpass each of its annual objectives. **Over the years, the Sainte-Justine's Tree of Lights campaign has raised an exceptional amount of more than \$4 million.** In addition to supporting the CHU Sainte-Justine's mission of excellence, the funds raised also contribute to the work of the Social Services department, whose mandate is to help families in precarious financial circumstances. Created in 2017, the *Metro Sainte-Justine Family Assistance Fund* provides significant support to this cause.

- 30 -

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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. fondation-sainte-justine.org/en/