



News release

For immediate release

## 13th Annual Sainte-Justine Tree of Lights Campaign Breaks a New Record 400,325 Beacons of Hope Twinkling on This Year's Tree

**Montreal, December 10, 2020** – Tonight, the CHU Sainte-Justine Foundation and main partners Rythme and METRO are thrilled to celebrate the record-breaking results of the 13th annual Sainte-Justine Tree of Lights campaign. The community came together to make the Tree shine brighter than ever before, exceeding the initial goal of 250,000 lights, with a total of 400,325 beacons of hope ablaze on the majestic tree — all in support of the children and families of Sainte-Justine. These lights will continue to illuminate the night sky throughout the holidays for the young patients in the hospital.

Mitsou Gélinas and Sébastien Benoit unveiled the final campaign results live on their Rythme FM drive-time show, *Le retour de Mitsou et Sébastien*. They enthusiastically greeted the news of this unprecedented achievement and expressed gratitude to the public for their tremendous support for Sainte-Justine.

“These past months have thrown us all into a bit of a tailspin. One thing’s for sure: we won’t be forgetting 2020 anytime soon,” said **Maud Cohen**, President and Chief Executive Officer of the CHU Sainte-Justine Foundation. “That being said, the 13th year of this campaign saw an all-time high in terms of the outpouring of generosity toward the families of Sainte-Justine. Thanks to the invaluable support of our donors, Rythme and METRO, and our other partners, the Foundation will be handing over a record \$2,001,625 to help the hospital. That’s incredible! This show of solidarity is especially heartwarming with everything that’s going on right now.”

“At Rythme, the Sainte-Justine Tree of Lights has always been much more than a fundraiser for us. This year, the chain of caring that brings the community together for Sainte-Justine and its families has grown even stronger,” said **Francis Morin**, General Manager & Program Director at Rythme 105.7. “The entire team at Rythme is glad to be a part of this amazing success.”

“The past seven years has seen nearly \$1.6 million roll in thanks to the efforts of our staff and our customers’ generosity in helping Sainte-Justine uphold its tradition of excellence and in contributing to the Social Services Department through the METRO Sainte-Justine Family Assistance Fund,” said Marie-Claude Bacon, Vice President, Public Affairs and Communications, METRO Inc. “This year, with the pandemic hindering the Foundation’s capacity to support the hospital, we went the extra mile with a \$50,000 donation on Giving Tuesday, over and above our annual involvement.”

## Star partners

A whole constellation of partners enables Sainte-Justine's Tree of Lights to bring the magic of the season to children and families in the hospital. The CHU Sainte-Justine Foundation would therefore like to extend its sincere thanks to Rythme, the official broadcaster of the campaign from its outset and the original source of the idea for the initiative, as well as METRO, the main campaign partner for the past seven years. The support of the grocery chain's employees and customers across Quebec made it possible to light up a record 50,470 bulbs this year.

The Foundation is also grateful for the vital support of partners Mega Bloks® - a member of the Mattel® family of companies, Videotron, Quebec Blue Cross, Habitations Atlas, Altona Diagnostics and Cogeco Media, all of which played a significant role in the success of the campaign through a variety of initiatives. Rounding out the list was the Mercedes-Benz Dealers Association of the Greater Metropolitan Region, lighting up the Sainte-Justine Tree of Lights Topper.

This year's Tree of Lights would not have been as bright as it is without the valued contributions of Foundation ambassador Guy A Lepage and Julie Snyder, Marie-Eve Janvier and Sébastien Diaz, who selflessly joined in this vast chain of caring throughout the campaign.

Last but not least, the CHU Sainte-Justine Foundation would like to express its heartfelt appreciation to Sainte-Justine families and staff members for their extraordinary contributions to the 13th annual Tree of Lights.

## Donations accepted until December 31

The Tree of Lights will continue to glow throughout the holiday season to remind patients and families that they are not alone. And it is not too late to sponsor additional lights and spread hope: [treeoflights.org](http://treeoflights.org).

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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 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)