



News release

For immediate release

Young Fundraisers Help Kick Off the 13th Annual Sainte-Justine Tree of Lights Campaign Target: 250,000 Lights by December 10!

Montreal, November 30, 2020 – The CHU Sainte-Justine Foundation, along with its main campaign partners, Rythme and Metro, and students from private schools across Quebec, are pleased to kick off the 13th annual Sainte-Justine Tree of Lights campaign. There are already more than 162,000 lights glowing on the Tree, thanks to thousands of students who have joined forces to support the families who will be spending the holidays at Sainte-Justine this year. Starting today and continuing until December 10, members of the community are encouraged to do their part and once again give generously to the campaign to make the Tree of Lights shine brighter than ever. Every \$5 donated to treeoflights.org will light up another light. The target for this 13th annual event is 250,000 lights.

The Youth Tree of Lights

Between November 12 and 30, students from 35 private schools across the province supported the new initiative that is the [Sainte-Justine Youth Tree of Lights](#). By asking people they know to make an online donation and share their messages of hope, these young philanthropists showed how much they believe in Sainte-Justine. Together, they surpassed their initial goal of 50,000 lights by illuminating nearly 100,000 beacons of hope on the Tree. They were cheered on by [Mateo](#) and [Yannik](#), Sainte-Justine patients and ambassadors, as well as campaign spokespeople [Catherine Brunet](#) and [Pascal Morrissette](#).

Celebrity support

The [Sainte-Justine Tree of Lights](#) campaign, on now until December 10, will enjoy the support of a number of well-known celebrities. [Guy A Lepage](#), CHU Sainte-Justine Foundation ambassador, will be joined by [Julie Snyder](#), [Marie-Eve Janvier](#) and [Sébastien Diaz](#) to inspire the community to embrace the initiative.

Help make life brighter for children like Mellina

For [3-year-old Mellina](#) and her parents, [Fabienne](#) and [Adil](#), the Tree of Lights has been a source of comfort and joy since she came into the world early, at only 25 weeks and 5 days. Mellina spent the first nine months of her life and her first holiday season at Sainte-Justine. Not long afterward, she was diagnosed with a rare heart disorder known as pulmonary vein stenosis. Her family has since held out hope for a cure. “The Sainte-Justine Tree of Lights has definitely made our lives brighter,” said her grateful parents. “Each light represents a spirit of community and optimism — and reminds us of the generosity of the people who donate to the campaign. They have given us the strength we needed to cope with her condition and helped make sure we have access to the very best care.”

Giving Tuesday at Sainte-Justine

For Giving Tuesday, Metro is inviting people across the province to do even more for the children and families of Sainte-Justine. If 50,000 additional lights are twinkling on the Tree by midnight on Tuesday, December 1, Metro will honour the public's generosity with a \$50,000 contribution.

Between now and December 10, the Sainte-Justine Tree of Lights will grow brighter and brighter as donations roll in. It will then continue to light up the night sky to support the patients, families and caregivers who will be at Sainte-Justine for the holidays.

For a poignant look at the day-to-day realities faced by the families and professionals at Sainte-Justine this year, be sure to watch this [video](#), which for safety purposes was recorded entirely outside of the hospital.

So many ways to give

For the seventh year in a row, our big-hearted partners at Metro are teaming up with the Sainte-Justine Tree of Lights campaign. And once again, Metro customers will be given the opportunity to make a checkout donation at Metro and Metro Plus grocery stores across the province.

Donors who give online at treeoflights.org will also be given the chance to join the Twinkle Club. For every 10 or more lights, MEGA™, part of the Mattel® family, will add five more, up to a total of \$30,000.

Almost \$6 million in donations

The Sainte-Justine Tree of Lights has been a symbol of Quebecers' generosity for the past 13 years. And every year we have met or exceeded our yearly fundraising goal. With Rythme by our side since year one, along with our other wonderful partners, the Tree of Lights campaign has raised nearly \$6 million to date. Proceeds are used to uphold Sainte-Justine's mission of excellence and help the hospital's Social Services Department ease the financial burden of families struggling to make ends meet while caring for a sick child.

For more information on the campaign, go to treeoflights.org.

You can also follow the hashtag [#thetreeoflights](#) on social media.

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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

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