



PRÉSENTE



EN COLLABORATION AVEC

INTERNATIONAL DE  
**MONTGOLFIÈRES**  
DE SAINT-JEAN-SUR-RICHELIEU

**PRESS RELEASE**  
**For Immediate Release**

***The Laurentian Bank and the International Balloon Festival of Saint-Jean-sur-Richelieu Present “Le Show” to Benefit the Quebec Breakfast Club!***

**Saint-Jean-sur-Richelieu, June 26, 2007** – The Laurentian Bank and the International Balloon Festival of Saint-Jean-sur-Richelieu are proud to present the **Quebec Breakfast Club Benefit Show** on Friday, August 10. Guest artists **Mika, Champion et ses G-Strings, Eva Avila** and **Pascale Picard**, will perform on the site of the International Balloon Festival. All profits from the event will be donated to the Quebec Breakfast Club.

In light of its new partnership and its privileged role as the main sponsor with the International Balloon Festival, the Laurentian Bank felt compelled to give back to the community with a tangible gesture. The Quebec Breakfast Club Benefit Show came to life through the generous involvement of volunteers from both the Bank and the International. Their dedication and efforts are focused on the future of today’s society, its children. The concert found strong supporters of its cause with two Laurentian Bank’s partners, namely Western Union and Industrielle Alliance. Along with Unilever, their financial contribution in support of this worthy cause make “Le Show” come to life.

***Artists Unite for a Good Cause***

**Mika**, star singer of the hour, will sing his biggest hits from his album “Life in Carbon Motion”. The Lebanese singer will have you dancing to the rhythms of his English pop music that features colorful and dynamic hits “Love Today” and “Grace Kelly.” **Champion**, the most popular DJ in the province since the release of his album “Chill’Em All” will also be part of the show. Together with his **G-Strings**, he will ignite the crowd and your dancing feet. Winner of the 2006 edition of Canadian Idol, **Eva Avila**, will join the list of the evening’s guest artists. Riding the wave of her successful first album “Somewhere Else,” this young 19 year old from Gatineau promises to have everyone dancing. Finally, the new talent on the block singer-songwriter sensation **Pascale Picard** will share her songwriting with you. Discovered in 2004 on the Musique Plus show “Pourris de talent”, this young artist will perform the melodies from her first album, “Me, Myself and Us.”

***Tickets on Sale at the Laurentian Bank***

Pre-sale tickets for the benefit concert are available at all Laurentian Bank branches. The cost is \$26.33 excluding taxes for adults (13 years old and over) and \$17.55 excluding taxes for children (from 3 to 12 years). Tickets purchased at a branch of the Laurentian Bank offer free parking whether the buyer is a client or not of the institution.

As of June 29, it will also be possible to buy tickets through Admission. For more information concerning rates and further details about the event, please visit [www.montgolfieres.com](http://www.montgolfieres.com)

***A Little Extra for the Cause***

As well as making its branches available for ticket sales, Laurentian Bank is also offering its clients the opportunity to donate to a worthy cause by buying a pinwheel at a cost of \$5. All proceeds from the sales of the pinwheels will be donated entirely to the Quebec Breakfast Club. As well, Laurentian Bank VISA Reward Me card holders may exchange their points for tickets to the show, passports, entry tickets to the site or even a flight during the International Balloon Festival of Saint-Jean-sur-Richelieu. For more information concerning the Laurentian Bank VISA Reward Me, visit [www.zonerecompenses.ca](http://www.zonerecompenses.ca)

***For the Love of Children***

The Quebec Breakfast Club is a non-profit organization that aims to provide children with a nutritious breakfast before going to class. Since its inception in 1994 by Daniel Germain, 213 schools have benefited from this program. Throughout the 2006-2007 school year, approximately 2.1 million breakfasts were served to 15,000 children across Quebec. Thanks to the donations, all these children started their day off right! To learn more about the Quebec Breakfast Club and its mission, visit [www.clubdejeuners.org](http://www.clubdejeuners.org).



CLUB DES PETITS  
DÉJEUNERS DU QUÉBEC

[www.clubdejeuners.org](http://www.clubdejeuners.org)

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