

Le mois des
Câlins
de Sainte-Justine



CHU Sainte-Justine
Foundation

Official broadcaster



Presenting partner



PRESS RELEASE
FOR IMMEDIATE RELEASE

The 11th edition of the *Mois des Câlins de Sainte-Justine* (Hug Month) kicks off today!

*With our Hug Fairies Mitsou, Saskia Thuot, Julie Bélanger, Marie-Soleil Michon,
Jean-François Baril, Patrick Marsolais and Sébastien Benoit!*

Montréal, January 18, 2017 — The **CHU Sainte-Justine Foundation** and its official partners **Rythme FM**, **Jean Coutu** and **Clarins**, along with *7 Jours* magazine, invites Quebecers to show their love for the children of Sainte-Justine during the 11th edition of the *Mois des Câlins de Sainte-Justine* (Hug Month)! Starting today and building on last year's incredible popularity and best-selling success, 30,000 **Clarins "Rose Câlins" Lip Perfectors** are available for purchase exclusively at Jean Coutu's 345 stores across Quebec. For every \$20 Lip Perfector sold, Clarins and Jean Coutu have partnered to donate \$10 to the CHU Sainte-Justine Foundation.

Hug Fairies with hearts of gold

As dedicated ambassadors for the cause and loyal supporters of the CHU Sainte-Justine Foundation, Rythme FM's radio hosts are once again joining forces to promote the campaign to their generous listeners. Our **Hug Fairies**, Mitsou, Saskia Thuot, Julie Bélanger, Marie-Soleil Michon, Sébastien Benoit, Jean-François Baril and Patrick Marsolais, invite the general public to join them in sending a message of comfort, solidarity and love to the children and families of Sainte-Justine.

***Le Mois des Câlins* (Hug Month) offers new hope to dozens of families**

Funds raised during *Le Mois des Câlins* (Hug Month), totalling more than \$3 million over the past 10 years, will, for the fifth consecutive year, go towards the **[CHU Sainte-Justine's Integrated Centre for Child Neurodevelopment \(CIRENE\)](#)**.

Headed by Dr. Lionel Carmant, the CIRENE project is the only one of its kind in North America and is essential for the future of our children here in Quebec. Its ultimate goal is to prevent the psychosocial impacts of neurodevelopmental disorders, hoping one day to help cure them using personalized therapy.

CIRENE's mission lies in providing early screening, diagnosis and intervention, most notably through the A.I.D.E. platform (*Approche Interactive au Développement de l'Enfant*). This platform makes possible a timely evaluation of the needs of children with developmental problems, from language delays to autism spectrum disorder (ASD), in order to quickly connect them with the most appropriate resources in the healthcare system, no matter where they are located (health centre, CISSS, etc.).

Since the platform's launch at the CHU Sainte-Justine, triage waiting times have decreased from 15 months to 2 weeks, while the success rate for referral to an appropriate specialist is 100%. The result is that children are seen by the right professionals, at the right time!

Once again this year, from **January 19 to February 25, 2017**, for every packaged double issue of **7 Jours** and **La Semaine** magazines sold in Jean Coutu locations in Quebec, \$1 will be donated to the CHU Sainte-Justine Foundation.

Hundreds of children in Quebec embrace the cause

The 3rd edition of the *Dessine-moi un câlin (Draw a Hug)* contest was a huge success, with over 1200 children from across the province showcasing their talent for the cause. From all of the drawings sent in, it was Léonie, who participated through her school, whose artwork took top honours.

The winning artist will experience the thrill of seeing her design reproduced on the Lip Protectors' packaging, and also took part in the campaign's official photoshoot. Since January 11, Quebec children aged 5 to 12 have been invited to submit their drawings for the 4th edition of the *Draw a Hug* contest.

For full details about *Sainte-Justine's Hug Month* and the *Draw a Hug* contest, visit calins.ca (in French only).

Visit our partners' websites at jeancoutu.com, rythmefm.com, clarins.com and [7 Jours](#).

You can also follow [#moisdescâlins](#) on social media.

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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/

Source: CHU Sainte-Justine Foundation

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For the love of children

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