



The Laurentian Bank is proud to take to the skies once again with the International Balloon Festival of Saint-Jean-sur-Richelieu

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MONTREAL, June 2, 2014 /CNW Telbec/ - It is with great pleasure that Laurentian Bank embarks on its eighth year of partnership with the International Balloon Festival of Saint-Jean-sur-Richelieu to be held from August 9th to 17th, 2014.

"We are very proud to partner with the International Balloon Festival. It's one of the foremost summer events in Quebec, stated Marc Filion, Executive Vice President, Marketing and Virtual Banking at Laurentian Bank. With its incredible lineup of shows and balloon flights, the festival is one of the most popular events in the province and never fails to amaze us each year by offering festivalgoers and their children a memorable experience".

The Bank will set up information booths and deploy a mobile squad of agents to respond to enquiries from festivalgoers and make their experience as enjoyable as possible. Young families can drop by Laurentian Bank's Little + area where toddlers can participate in a variety of amusing activities.

Compliments of the Laurentian Bank, several prizes will be awarded before and during the festival, including a balloon flight for two people. People can participate in a photo contest via social media platforms or on the festival site. Visit the Laurentian Bank's Facebook page regularly for details.

Once again this year, our customers attending the festival will enjoy VIP treatment. They simply need to flash their Laurentian Bank ATM or VISA card to access the Laurentian Bank Lounge.

The Laurentian Bank balloon will be soaring more than ever with over 40 flights scheduled during the festival and a series of 20 extra flights during the year.

About Laurentian Bank

Laurentian Bank of Canada is a banking institution whose activities extend across Canada. Recognized for its excellent service, proximity and simplicity, the Bank serves one and a half million clients throughout the country. Founded in 1846, the Bank is among the 2014 edition of the Montréal's Top Employers competition, which showcases the city's top 25 companies offering enviable places to work. It currently employs some 3,800 people whose talent and dedication has made it a major player in numerous market segments.

Laurentian Bank distinguishes itself through the excellence of its execution and its agility. Catering to the needs of retail clients via its extensive branch network and constantly evolving virtual offerings, the Bank has also earned a solid reputation among SMEs, larger businesses and real estate developers thanks to its growing presence across Canada and its specialized teams in Ontario, Québec, Alberta and British Columbia. For its part, the organization's B2B Bank subsidiary is a Canadian leader in providing banking and investment products and services to financial advisors and brokers, while Laurentian Bank Securities is an integrated broker that is also widely known for its expert and effective services nationwide. The institution has more than \$33 billion in balance sheet assets and more than \$39 billion in assets under administration.

SOURCE Laurentian Bank of Canada



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