



Laurentian Bank Taking Flight Again with the International Balloon Festival of Saint-Jean-sur-Richelieu

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MONTREAL, Aug. 8, 2014 /CNW Telbec/ - Serving as principal presenter for the past eight years, Laurentian Bank is pleased to be associating once again with the International Balloon Festival of Saint-Jean-sur-Richelieu. Being held August 9-17, the event always provides a most memorable experience for the hundreds of thousands of festivalgoers typically in attendance.

Under the banner of the Festival, the Bank has launched an exclusive offer whereby all new clients will be eligible to receive cash back of \$150 and more on its investment products, VISA cards and banking packages. Additional information about these offers is available online at banquelaurentienne.ca/balloons.

Throughout the duration of this colourful event, Laurentian Bank will be offering a host of activities for young families in the *Little +* area. In addition, those participating in the photo contest will be eligible to win a flight in the Bank's very own hot air balloon, while festivalgoers will find answers to any questions they may have about products and services at the on-site information booth and from Bank representatives on the ground.

As in the past, Laurentian Bank clients will be able to benefit from special treatment on-site. More specifically, upon presentation of their Laurentian Bank debit or VISA card, they will have access to the *Laurentian Bank Lounge* to get out of the sun, freshen up, and to enjoy something to eat.

Finally, the Laurentian Bank hot air balloon will be more visible than ever in the sky. In fact, it will be taking over 40 flights during the course of the Festival, in addition to the 20 flights that will be launching during the rest of 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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