



## Laurentian Bank Proud to be Partnering Again with Maison Théâtre

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MONTRÉAL, Sept. 24, 2014 /CNW Telbec/ - Laurentian Bank is proud to be partnering once again this season with Maison Théâtre. This marks the 14<sup>th</sup> year that the Bank has been helping young student groups and families discover the world of theatre through a host of entertaining and enjoyable performances and cultural activities.

As in the past, Laurentian Bank's Little Heroes Club will have an active presence throughout the season, in particular via its association with the public vote, which provides audience members with the opportunity to express their opinion about the plays they see.

"Maison Théâtre is a Montréal cultural success story with which Laurentian Bank has been delighted to be associated over the past many years," underlines Gladys Caron, the Bank's Vice-President of Public Affairs, Communications and Investor Relations. "For more than 30 years now, this unique institution has been fulfilling its mission to awaken young people to the wonders of theatre and culture in remarkable fashion."

"The parents, grandparents and educators who come to Maison Théâtre have an integral role to play among children as cultural ambassadors," adds Alain Grégoire, President and Executive Director of the Theatre. "Laurentian Bank actively shares that role in helping us accomplish our mission, and on behalf of our member companies, I would like to reiterate how happy we are to be able to count on the support of an organization that, like us, fully recognizes the tremendous benefits the theatre has to offer young people."

### About Laurentian Bank

Founded in 1846, Laurentian Bank of Canada is a banking institution whose operations extend across Canada. Known for its excellent service, proximity and simplicity, the Bank and its B2B Bank and Laurentian Bank Securities subsidiaries serve some 1,500,000 clients and offer individuals and businesses a diverse range of banking and financial products and services. With a workforce of over 3,700, Laurentian Bank was ranked among the *Top 25 Employers in Montréal* this year in recognition of its enviable working environment.

### About Maison Théâtre

Located in Montréal's Quartier des spectacles district, Maison Théâtre offers youngsters between the ages of 2 and 17 an opportunity to discover a wide selection of important theatrical works created locally and elsewhere. This unique cultural institution serves as a window on the world of theatre for a broad public of all sociocultural origins. Every year, it plays host to some 60,000 spectators comprised of families and student groups, treating them to hundreds of performances each season. Situated since 1997 in a hall designed specifically to suit the needs of young audiences and the artists creating for them, Maison Théâtre added a second performance venue in 2013 at Théâtre Prospero. Over the years, it has served as a ground-breaking institution within Montréal's theatre milieu.

In addition to its programming, consisting of 15 different productions staged each year, Maison Théâtre offers a variety of theatrical mediation activities for both children and adults designed to promote awareness and appreciation of theatrical works. In so doing, the institution serves as a prime meeting place for spectators, performers and others involved in the creation of such works for young audiences. An association of 27 companies performing across Québec, Maison Théâtre constitutes a veritable artistic and cultural crossroads contributing in a major way to the development of theatre for youth.



SOURCE Laurentian Bank of Canada

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