



## **Laurentian Bank is Proud to be Supporting FADOQ's Silver Button Movement**

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MONTRÉAL, Oct. 1, 2014 /CNW Telbec/ - Laurentian Bank is pleased to be associated with the FADOQ Silver Button Movement. FADOQ is a social movement working to inspire the Québec population to do everything necessary to assure a proper quality of life among the province's seniors. As official distributor of the Silver Button, the Bank will be offering them at its 153 branches.

"We are inviting the population to pick up a Silver Button at one of our branch locations," explains Marc Fillion, the Bank's Senior Vice-President of Marketing and Virtual Banking. "Seniors are at the very heart of our preoccupations, and as such, we support the actions of FADOQ. Indeed, we see it as our duty to guarantee the well-being, financial security and sense of belonging that our seniors are owed."

Laurentian Bank has been offering FADOQ members a range of the best performing financial products available for a little over a year now. This association is a perfectly natural one because, like FADOQ, the Bank believes that it is vital to help seniors enjoy the quality of life they deserve. The organization's hundreds of employees are committed to providing seniors with the best advice, products and services tailored to their particular needs and reality. As part of that effort, Laurentian Bank strives to be a good financial partner and an active player in ensuring the well-being of the senior population.

### **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 3,700 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 their part, B2B Bank 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 widely known for its expert and effective services nationwide. The institution has more than \$34 billion in balance sheet assets and more than \$41 billion in assets under administration.

SOURCE Laurentian Bank of Canada

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