



## Press release

FOR IMMEDIATE RELEASE

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### THE MEDIA'S BIG FOOD DRIVE: LAURENTIAN BANK EMPLOYEES TAKE UP THE CAUSE AND ORGANIZE MORE THAN 55 COLLECTION POINTS IN STREETS ACROSS THE PROVINCE

**Montréal, December 10, 2009** – For the sixth consecutive year, Laurentian Bank is proud to support the *Media's Big Food Drive* as a "Friend" of the event. In addition to the food and fund drive taking place in the Bank's 156 branches from December 1 to 29, 2009, more than 55 collection points are to be set up in the province's streets this upcoming December 10.

Several hundred Bank employees will be getting personally involved in this event. Their heartfelt commitment to this cause is manifested in their generosity and efforts that grow exponentially, year after year.

All of the Bank's branches have opened their doors to the Media's Big Food Drive by serving as official collection points for people who wish to make a cash or non-perishable food donation. Moreover, the Laurentian Bank has designated a section of its Web site at <https://www.laurentianbank.ca> for those who prefer to make a donation online.

We are also encouraging young people to give to their peers by visiting the Laurentian Bank Little Heroes Club Web site at [www.littleheroesclub.ca](http://www.littleheroesclub.ca), where they can enter the *Media's Big Food Drive* contest by describing a good deed they've done to help those in need. A grand prize of four tickets to a Canadiens game will be drawn from among contest participants.

#### **About Laurentian Bank**

Laurentian Bank of Canada is a banking institution operating across Canada and offering its clients diversified financial services. Differentiating itself through excellence in service, as well as through its simplicity and proximity, the Bank serves individual consumers and small and medium-sized businesses. The Bank also offers its products to a wide network of independent financial intermediaries through B2B Trust, as well as full-service brokerage solutions through Laurentian Bank Securities.

Laurentian Bank is well established in the Province of Quebec, operating the third-largest retail branch network. Elsewhere throughout Canada, it operates in specific market segments where it holds an enviable position. Laurentian Bank of Canada has more than \$22 billion in balance sheet assets and more than \$14 billion in assets under administration. Founded in 1846, the Bank employs more than 3,500 people.

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