



## Press release

FOR IMMEDIATE RELEASE

### *IL ÉTAIT UNE FOIS...*

#### **LAURENTIAN BANK PARTNERS WITH THE MUSÉE DE LA CIVILISATION DE QUÉBEC**

**Québec City, June 22, 2010** – Laurentian Bank is pleased to announce the establishment of a five-year partnership with the Musée de la civilisation de Québec for the sponsorship of the new *Il était une fois...* (*Once Upon a Time...*) workshop, providing young people and their families with an ongoing opportunity to exercise their creativity.

More specifically, the initiative is targeted at young visitors aged 3-10 and accompanying adults. It involves the creation of a brand-new workshop where they can learn to produce costumes inspired from a colourful array of fairy tales. Thanks to a variety of new equipment, reconfigured spaces, and a specially adapted formula, youngsters will be able to discover the immense potential of fairy tales for stimulating their creative spirit.

“Laurentian Bank has been sponsoring cultural activities that are focused on the development of children for several years now,” underlines Mr. Michel Garneau, Regional Vice-President. “This new activity being introduced by the Museum is perfectly aligned with our commitment to lend our support to young families. Reinventing stories and characters through the magic of costumes enables children to employ their talents and creativity within the context of an interesting and enjoyable family activity, and we are delighted to be associating with the Museum to present this workshop over the next five years.”

#### **An Active Presence in Québec City’s Socioeconomic Milieu for 25 Years**

This sponsorship comes at a very appropriate time for Laurentian Bank, as 2010 marks its 25<sup>th</sup> year of presence in the Québec City region. In fact, the Bank has 12 service points in the National Capital area, serving individuals and businesses for their banking needs, as well their brokerage requirements through Laurentian Bank Securities. Recognized for the quality and variety of its services, Laurentian Bank employs a unique client approach. While promoting proximity and simplicity in the way it relates to its clientele, the Bank accords particular importance to human contact, which has been a key to its success within the Québec City market and everywhere else it operates.

#### **About Laurentian Bank**

Laurentian Bank of Canada is a banking institution operating across Canada and offering its clients diversified financial services. Distinguishing 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 \$23 billion in balance sheet assets and more than \$14 billion in assets under administration. Founded in 1846, the Bank employs more than 3,600 people.

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