



## Press Release

FOR IMMEDIATE RELEASE

### *IN TOWN WITHOUT MY CAR ALL WEEK LONG!* **LAURENTIAN BANK ENCOURAGES THE PUBLIC TO USE PUBLIC TRANSIT**

**Montréal, September 19, 2011** – Laurentian Bank is reminding people who circulate in downtown Montréal that the *In Town Without My Car All Week Long!* event organized by the Agence métropolitaine de transport (AMT) kicks off today. The Bank is pleased to be serving as official presenter of this event for a second consecutive year.

For several years now, Laurentian Bank has been affirming its commitment to promoting public transit and sensitizing the population to environmental issues through numerous initiatives that encourage the use of sustainable transportation. For example, since 2009, subway users have had quick and easy access to their funds thanks to the 72 automatic teller machines (ATMs) the Bank operates throughout the metro system, thus making public transit all the more practical and convenient. In addition, the Bank and the AMT concluded an agreement last year for the installation of eight ATMs at train stations and bus terminals in the Montréal area.

Most recently, Laurentian Bank became a principal partner in a joint initiative launched by the Société de transport de Montréal, Université de Montréal, and the Federation of Student Associations of the Université de Montréal campus under the banner of the CAMPUS universal public transit program. Thanks to this initiative, students are able to benefit from even lower fares.

#### **ANNUAL AND MONTHLY TRANSIT PASSES TO BE WON**

In conjunction with the *In Town Without My Car All Week Long!* event, Laurentian Bank is organizing a contest to thank the population using the different modes of public transit. From August 31 to September 23, the public can log on to the Bank's Web site at [laurentianbank.ca/contest](http://laurentianbank.ca/contest) to enter and participate in a draw for two annual and 10 monthly AMT transit passes. The contest winners will be announced on September 26.

#### **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 Québec, 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 \$24 billion in balance sheet assets and more than \$15 billion in assets under administration. Founded in 1846, the Bank employs more than 3,800 people.



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