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## **SKI QUÉBEC ALPIN AND LAURENTIAN BANK KICK OFF THE 2013 SEASON FOR YOUNG SKIERS**

**Montréal, January 8, 2013** – Laurentian Bank is pleased to see the launch of the U16 series ski competitions, which kicked off last weekend with the preliminary trials. The Bank has been providing its support to Ski Québec Alpin for the past five years and concluded a new three-year partnership with the organization last year to offer young skiers a great season punctuated by a varied range of activities, programs and competitions in the Québec Federation's different circuits.

### **PROUD TO BE CONTRIBUTING TO THE DEVELOPMENT OF UP-AND-COMING COMPETITORS**

In its role as a prestige partner, the Bank promotes the organization of U16 circuit competitions in the Laurentians, Lanaudière, Estrie, Québec City and Outaouais regions where its employees are involved. It is also lending its name to the U14 CANAM, which will take place March 29-31 at Mont-Tremblant, as well as serving as the principal sponsor of the Laurentian Bank Carnival Challenge. This major celebration of alpine sports will be held at the Le Relais Ski Centre and will attract some 20 ski clubs made up of youngsters aged 5 to 12 from across Québec.

According to Gladys Caron, Laurentian Bank's Vice-President of Public Affairs, Communications and Investor Relations, "our involvement with Ski Québec Alpin testifies to the importance the Bank assigns to the promotion of sport among young people, which is an essential element in the development of a healthy lifestyle. Not only does the practice of sports contribute to the overall health of youth, it also develops vital life qualities, such as excellence, perseverance, and a dedication to pushing limits."

"The Laurentian Bank U16 circuit serves as a veritable breeding-ground for elite skiers," underlines Daniel Lavallée, Executive Director of Ski Québec Alpin. "The circuit provides the best 14- and 15-year-old athletes with the opportunity to develop regionally, the ultimate goal being to qualify for the Intersport Rally presented by Laurentian Bank. We at Ski Québec Alpin sincerely appreciate the Bank's tremendous support in developing the province's young competitive skiers."

### **About Laurentian Bank**

Laurentian Bank of Canada is a pan-Canadian banking institution that manages more than \$35 billion in balance sheet assets and has over \$33 billion in assets under administration. Founded in 1846, Laurentian Bank was selected in 2012 as one of the 10 winners of the *Canada's Passion Capitalists* program in recognition of its sustained success through the promotion of passion within its ranks. The Bank employs more than 4,200 people.

Recognized for its excellent service, accessibility and conviviality, Laurentian Bank serves more than one million clients within market segments in which it holds an enviable position. In addition to occupying a prime place among consumers in Québec, where it operates the third largest branch network, the Bank has built a solid reputation across Canada in the area of real estate and commercial financing thanks to its teams working out of more than 35 offices in Ontario, Québec, Alberta and British Columbia. For its part, the institution's B2B Bank subsidiary is a Canadian leader in the provision of banking products to financial advisors and brokers, while Laurentian Bank Securities' expertise and effective integrated brokerage services are also widely recognized nationwide.

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