

Laurentian Bank proud partner of Ski Québec alpin

MONTREAL, Jan. 26, 2017 /CNW Telbec/ - As a prestige partner of Ski Québec alpin, Laurentian Bank proudly supports top young Quebec skiers as part of the U16 regional circuit competitions, which kicked off on January 14 and will continue over the coming weeks. Thanks to this exclusive partnership, Laurentian Bank will help these athletes reach for excellence by providing training programs and a calendar of competitions being held on different circuits across Quebec.

"We'd like to wish every one of the 250 young skiers racing down the slopes the chance to live their passion to the fullest and stand on the podium. We wish each and every one of them well," underlines Julie Gagné, Senior Vice-President of Marketing and Human Resources, Business and Retail Services.

"The Laurentian Bank U16 circuit continues to be a great springboard for the ski community. Through this event, our top skiers are able to qualify for the Criterium Intersport, a very prestigious race," adds Daniel Lavallée, Executive Director of Ski Québec alpin. "Ski Québec alpin is privileged to have the support of Laurentian Bank in fostering the development of our future champions."

The U16 circuit brings together the best athletes aged 14 and 15 from across Quebec and travels to more than 20 ski hills.

About Laurentian Bank

Laurentian Bank of Canada is a financial institution whose activities extend across Canada. Founded in 1846, its mission is to help customers improve their financial health and is guided by values of proximity, simplicity and honesty.

The Bank serves one and a half million clients throughout the country and employs more than 3,600 individuals, which makes it a major player in numerous market segments. The Bank caters to the needs of retail clients via its branch network based in Quebec. The Bank also stands out for its know-how among small and medium-sized enterprises and real estate developers owing to its specialized teams across Canada. Its subsidiary B2B Bank is, for its part, one of the major Canadian leaders in providing banking products and services and investment accounts through independent advisors and brokers. Laurentian Bank Securities offers integrated brokerage services to a clientele of institutional and retail investors. The Bank has more than \$43 billion in balance sheet assets and more than \$43 billion in assets under administration.

About Ski Québec alpin

Ski Québec alpin is a provincial non-profit organization which oversees the organization of competitive alpine skiing and encourages and develops participation across the province.

Its mandate includes the advancement of the sport, the recruitment and development of athletes, the organization of competitions, as well as the recruitment, training and retention of coaches, officials and administrators.

The organization also works to spur athletes to participate in provincial and national competitions, while supporting the running and coordination of different events and the involvement of provincial teams in those events.

SOURCE Laurentian Bank of Canada

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