



COMMUNIQUÉ DE PRESSE NEWS RELEASE

LOCATED IN THE COTE-DES-NEIGES-NOTRE-DAME-DE-GRACE BOROUGH

THE MONTREAL CANADIENS CHILDREN'S FOUNDATION INAUGURATES ITS FIFTH OUTDOOR BLEU BLANC BOUGE RINK

MONTREAL (February 5, 2013) – As part of its **BLEU BLANC BOUGE** program launched back in September 2008, the **Montreal Canadiens Children's Foundation** unveiled its fifth outdoor multipurpose and refrigerated community rink at Confederation Park in the Cote-des-Neiges-Notre-Dame-de-Grace borough. To mark the official opening, 50 children from the area took to the ice and skated alongside a few players from the Canadiens.

Built in accordance with NHL standards and dimensions (200 feet by 85 feet), the artificial ice rink features a quality of ice that matches the highest professional rinks standards. Located in Confederation Park, the new facility offers the flexibility necessary to accommodate the practice of other seasonal sports activities. The skating season scheduled to take place from the end of November until mid-March, while various types of ball games, such as soccer, and in-line hockey as well as a variety of different sporting activities will take over for the spring, summer and fall months.

"There is no doubt that sports play a key role in the healthy development of our children and we are convinced that the construction of this fifth community rink in the Cote-des-Neiges-Notre-Dame-de-Grace borough will provide children from the area with an state-of-the-art facility for them to use and enjoy while being physically active," said **Geoff Molson**, President and CEO of the Montreal Canadiens.

The initiative is part of **BLEU BLANC BOUGE**, the Foundation's flagship project whose objective it was to build five outdoor multipurpose and refrigerated community rinks to accommodate various sporting activities in less privileged neighbourhoods in the Montreal area. Eager to provide high quality infrastructures, the Foundation reached a five-year partnership with the **FTQ** (Fédération des travailleurs du Québec), **Fonds de solidarité FTQ**, City of Montreal blue collars, FTQ construction workers and local entrepreneurs who all contributed to the project by providing financial resources, materials and manpower. The Foundation also worked closely with **W. Graeme Rouston, Chairman of Bauer and Arena Design Services**, a leader in the area of arena products and services, in the implementation of this type of playing surface.

«FTQ Secretary General **Daniel Boyer** was persuasive when asked his thoughts on the **BLEU BLANC BOUGE** project: "I must say that as the years go by, our members are prouder than ever to have been part of the construction of such magnificent rinks in those five Montreal boroughs. Even more so the City of Montreal blue collars and the FTQ construction workers who were directly involved in the project and who have much in common with all the kids who will enjoy this facility. For the FTQ and the Fonds de solidarité FTQ, this endeavour must keep on going."

Each of those community rinks is known as an animated gathering area for sports and physical activity that provides youth from these backgrounds to discover the advantages of a healthy and physically active lifestyle. To ensure the success of this program, the Foundation formed a dynamic partnership with **Québec en Forme** and shared the ultimate goal of improving the health of children living in underprivileged areas. As an organization promoting the well-being of children, Québec en Forme works closely with the Foundation in selecting the district and the community partners towards the development of an efficient activation of the facilities and to assess the impact of the program.

CANADIENS DE MONTRÉAL

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"For the fifth straight year, **Québec en Forme** is pleased to team up with the Montreal Canadiens Children's Foundation and work together towards yet another BLEU BLANC BOUGE rink, this time in Notre-Dame-de-Grace. We believe that such initiatives contribute to create environments that are conducive to a healthy lifestyle among children growing up in underprivileged areas. It is our hope that children and the neighborhood schools will see this rink as unique stage for sports that will entice everyone to play along and have a good time while being active. These are values essential to all of us at Québec en Forme," said Québec en Forme General Manager, **Eric Myles**.

With phase one of the project successfully completed with the construction of five rinks in underprivileged boroughs in the greater Montreal area, the Montreal Canadiens Children's Foundation will be looking at extending its mandate further to bring its healthy lifestyle program to areas outside of Montreal in the coming years.

"I am pleased to know that a new rink will make it possible for the youth of the borough, particularly those of the District of Loyola, to enjoy ice sports. This additional tool will help promote a healthy and active lifestyle as it will further enhance the opportunities provided by the Notre-Dame-de-Grace Sports Centre and the Notre-Dame-de-Grace Cultural Centre all the while contributing to improve the quality of life of our residents. I would like to express my sincere gratitude to all those who were involved in this project coming to fruition and more specifically the Montreal Canadiens Children's Foundation," said Mayor Applebaum.

The Côte-des-Neiges-Notre-Dame-de-Grace borough is a respected leader on the island of Montreal region because of its community-based initiatives and concerted governing methods that continually meet the needs of its residents. It is a borough that shines through its vision and political commitment. The borough supports the adoption of healthy lifestyles, as was shown by a cutting-edge plan that met infrastructural needs while offering intervention and prevention tools for young people. Over and above the rallying efforts that went into the borough's BLEU BLANC BOUGE N° 5 bid, an enthusiastic and well-organized campaign was undertaken by local youth to obtain new sports facilities (a petition, fundraising events and communications plan were part of their successful strategy). Their exciting campaign showed just how important the needs were, but, most importantly, demonstrated the pride and dedication that young people have when it comes to their community.

"By improving our equipment and recreational infrastructure, we are meeting the needs of the citizens, which continue to be the priority for this borough. Indeed, creating public gathering places like this one encourages intergenerational exchanges, all in a spirit of recreation and fun," said Lionel Perez.

Over and above the infrastructure, the borough benefited from the generosity of **Bauer** who donated 100 pairs of skates, helmets and sticks to create a bank of supplies to fill the needs of various local organizations working with children.



About the Montreal Canadiens Children's Foundation

The Montreal Canadiens Children's Foundation is determined to provide a better and healthier future for children in need, and is committed to encourage and promote a healthy and active lifestyle among the youth. Since its inception in August 2000, the Foundation has donated more than \$15 million to over 450 charitable groups working to support the well-being of children across Quebec.

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COMMUNIQUÉ DE PRESSE NEWS RELEASE

SPONSORS AND OBSERVATIONS

Bringing this type of ambitious project to life requires the support and involvement of numerous partners and collaborators. On behalf of all the children, students and entire families who will enjoy this new facility, the Montreal Canadiens Children's Foundation wishes to sincerely thank all those who contributed to this exciting project:

PROJECT SPONSORS



MAIN COLLABORATORS



GENEROUS PARTNERS



POMPAGE ÉLITE INC.



A study by *Groupe de recherches sur les espaces festifs* for Québec en Forme to measure the overall impact the new rinks have on the lives of neighborhood residents showed that since the implementation of the facilities some 73% of kids engaged in skating while 63% of kids like their neighborhood more since the rinks were built.

Also, 80% of residing adults take their kids skating and that 79% of them indicated that the building those rinks provided them with an opportunity to spend more time with members of the family.

As of 2012, at the time of the report, users of the BLEU BLANC BOUGE rink had reached **100,000 people**.

Observations found in the 2012 report showed that the Montreal North BLEU BLANC BOUGE rink was used by **at least one school** every single available day during the school schedule.

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LOCATED IN THE LASALLE BOROUGH

THE MONTREAL CANADIENS CHILDREN'S FOUNDATION INAUGURATES A FOURTH OUTDOOR BLEU BLANC BOUGE RINK

MONTREAL (January 17, 2012) – As part of its **BLEU BLANC BOUGE** program launched back in September 2008, the **Montreal Canadiens Children's Foundation** unveiled a fourth outdoor multipurpose and refrigerated community rink at Hayward Park in the LaSalle borough. To mark the official opening, 50 children from the area took to the ice and skated alongside a few players from the Canadiens including David Desharnais and Raphael Diaz.

The artificial ice rink was built in accordance with NHL standards and dimensions (200 feet by 85 feet) and features a quality of ice that matches the high standards of pro rinks. Located in LaSalle's Hayward Park, the new rink offers the flexibility necessary to accommodate the practice of other seasonal sports activities. The skating season will last from the end of November until mid-March, while various types of ball games, such as soccer, and in-line hockey as well as a variety of different sporting activities will take over for the spring, summer and fall months.

"Sports is a key component in the healthy development of our youth and we are convinced that the construction of this fourth community rink in the LaSalle borough provides children from the area with an outstanding facility for them to use and enjoy while being physically active," said **Geoff Molson**, owner and President of the Montreal Canadiens.

The initiative is part of **BLEU BLANC BOUGE**, the Foundation's flagship project with the objective of building five outdoor multipurpose and refrigerated community rinks that can accommodate various sporting activities in less privileged neighbourhoods in the Montreal area. Eager to provide high quality infrastructures, the Foundation agreed to a five-year partnership with the **FTQ** (Fédération des travailleurs du Québec), **Fonds de solidarité FTQ**, City of Montreal blue collars, FTQ construction workers and local entrepreneurs who all contribute to the project by providing financial resources, materials and manpower. The Foundation also works closely with **W. Graeme Rouston, Chairman of Bauer and Arena Design Services**, a leader in the area of arena products and services, in the implementation of this type of playing surface.

"Once again the FTQ and the Fonds de solidarité FTQ are very pleased to contribute to this construction project. We are also extremely proud of the active role played by an important number of FTQ construction workers and City of Montreal blue collars who worked diligently to provide the LaSalle youth with modern and accessible facilities," stated FTQ Secretary General, **Daniel Boyer**.

These community rinks are characterized as animated gathering areas for sports and physical activity that will provide youth from these backgrounds to discover the advantages of a healthy and physically active lifestyle. To ensure the success of this program, the Foundation teamed up with **Québec en Forme** to form a dynamic partnership and share the ultimate goal of improving the health of children living in underprivileged areas. As an organization promoting the well-being of children, **Québec en Forme** works together with the Foundation in selecting the district and the community partners towards the development of an efficient activation of the facilities and to assess the impact of the program.

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"For the fourth consecutive year, Québec en Forme is pleased to contribute to the actions taken by the Montreal Canadiens Children's Foundation and the communities towards helping underprivileged children in Quebec," said Québec en Forme General Manager, **Eric Myles**. "Thanks to the three rinks already inaugurated in Villeray-Saint-Michel-Parc Extension, Montreal-Nord and Verdun, we realize the impact and the importance of projects providing kids with year-round access to high quality equipment and facility."

Following the construction of the first four rinks in Villeray-Saint-Michel-Parc-Extension, Montreal-Nord, Verdun and now in the LaSalle borough, the Foundation announced last fall that **Côte-des-Neiges-Notre-Dame-de-Grâce** was the beneficiary of the fifth BLEU BLANC BOUGE outdoor rink scheduled for the winter of 2013.

The LaSalle borough is widely acknowledged for the concerted dedication of the Table de développement social, its vital needs in terms of sports infrastructures and the ability to mobilize resources to implement various projects with a broad spectrum of participants within the community.

"I am very happy to see this incredible project come to fruition. It's a legacy for our youth that could not come at a better time as we are about to celebrate our centennial. It truly reflects the will of the elected members to establish meaningful partnerships in order to provide our citizens with a state-of-the-art and accessible facility that makes us all proud," said **Manon Barbe**, Mayor of the LaSalle borough.

Over and above the infrastructure, Verdun benefited from the generosity of **Bauer** who donated 100 pairs of skates, helmets and sticks to create a bank of supplies to fill the needs of various local organizations working with children.



About the Montreal Canadiens Children's Foundation

The Montreal Canadiens Children's Foundation is determined to provide a better and healthier future for children in need, and is committed to encourage and promote a healthy and active lifestyle among the youth. Since its inception in August 2000, the Foundation has donated more than \$12 million to over 425 charitable groups working to support the well-being of children across Quebec.

An active way of life for kids in Saint-Michel, Montréal-Nord and Verdun

With the completion of the first rink in the François-Perrault Park in the borough of Villeray-Saint-Michel-Parc Extension, in 2009, the second rink was inaugurated at Le Carignan Park in Montreal-Nord in January 2010, followed by the third rink last year at Verdun's Willibrord Park. Since the first inauguration back in 2009, a combined total of over 45,000 kids enjoyed playing their favourite game on the three BLEU BLANC BOUGE rinks as part of outdoor activities organized and supervised by their schools or various community groups spending active quality time their friends and family. BLEU BLANC BOUGE provided in excess of 14,000 hours of free access for kids to benefit from physical activity twelve months a year.

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SPONSORS AND TECHNICAL INFORMATION

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PROJECT SPONSORS



MAIN COLLABORATORS



GENEROUS PARTNERS



* * *

The community rink built by the Montreal Canadiens Children's Foundation features the same standards found in each NHL arena (**200' by 85'**).

The multipurpose refrigerated rink will welcome young skaters from **November until mid-March**.

The construction of the refrigerated rink required **50,000 feet (15,150 meters)** of fast freeze rink piping and some **11 tons of steel** to build the flooring structure.

As many as **30 cement mixers** were used to successively pour some **250 cubic meters (m3)** of concrete.

Over **50 construction workers** worked on this special site during two months.

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LOCATED IN THE VERDUN BOROUGH

THE MONTREAL CANADIENS CHILDREN'S FOUNDATION INAUGURATES ITS THIRD OUTDOOR BLEU BLANC BOUGE RINK

MONTREAL (January 14, 2011) – As part of its **BLEU BLANC BOUGE** program launched back in September 2008, the **Montreal Canadiens Children's Foundation** unveiled its third outdoor multipurpose and refrigerated community rink at Willibrord Park in the Verdun borough, with the contribution of the **Hockey Canada Foundation**. To mark the official opening, 50 children from the area took to the ice and skated alongside a few players from the Canadiens including Alexandre Picard, Mathieu Darche, Hal Gill and Benoit Pouliot.

The artificial ice rink was built in accordance with NHL standards and dimensions (200 feet by 85 feet) and features a quality of ice that matches the high standards of pro rinks. Located in Verdun's Willibrord Park, the new rink offers the flexibility necessary to accommodate the practice of other seasonal sports activities. The skating season will last from the end of November until mid-March, while various types of ball games, such as soccer, and in-line hockey as well as a variety of different sporting activities will take over for the spring, summer and fall months.

"Sports is a key component in the healthy development of our youth and we are convinced that the construction of this third community rink in the Verdun borough provides children from the area with an outstanding facility for them to use and enjoy while being physically active," said **Pierre Boivin**, President and CEO of the Montreal Canadiens and Chairman of the Montreal Canadiens Children's Foundation."

The initiative is part of **BLEU BLANC BOUGE**, the Foundation's flagship project with the objective of building five outdoor multipurpose and refrigerated community rinks that can accommodate various sporting activities in less privileged neighbourhoods in the Montreal area. Eager to provide high quality infrastructures, the Foundation agreed to a five-year partnership with the **FTQ** (Fédération des travailleurs du Québec), **Fonds de solidarité FTQ**, City of Montreal blue collars, FTQ construction workers and local entrepreneurs who all contribute to the project by providing financial resources, materials and manpower. The Foundation also works closely with **W. Graeme Rouston, Chairman of Bauer and Arena Design Services**, a leader in the area of arena products and services, in the implementation of this type of playing surface.

"Once again the FTQ and the Fonds de solidarité FTQ are extremely pleased to be involved in this construction project. We are also very proud of the active role played by an important number of FTQ construction workers and City of Montreal blue collars who worked tirelessly to provide the Verdun youth with modern and accessible facilities," said FTQ Secretary General, **Daniel Boyer** who was proud to add that as a youngster who grew up in this neighbourhood, he played hockey on the rinks of this very park.

The Hockey Canada Foundation supported the construction of this third BLEU BLANC BOUGE outdoor rink in the Verdun borough with a financial aid. "Hockey Canada is excited to be part of today's announcement, and to be partners with the Montreal Canadiens on this project," said Hockey Canada President and CEO **Bob Nicholson**. "It is great to be able to add a facility here in Verdun, which will give an opportunity to many children to play the great game of hockey."

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These community rinks are characterized as animated gathering areas for sports and physical activity that will provide youth from these backgrounds to discover the advantages of a healthy and physically active lifestyle. To ensure the success of this program, the Foundation teamed up with **Québec en Forme** to form a dynamic partnership and share the ultimate goal of improving the health of children living in underprivileged areas. As an organization promoting the well-being of children, Québec en Forme works together with the Foundation in selecting the district and the community partners towards the development of an efficient activation of the facilities and to assess the impact of the program.

"Québec en Forme is pleased to once again contribute to the actions taken by the Montreal Canadiens Children's Foundation towards underprivileged children in Quebec," said Québec en Forme General Manager, **Eric Myles**. "We take pride in this partnership because it is our belief that the global development of our youth, their health, their well-being and their success depend on a healthy lifestyle and a safe and stimulating environment."

Following the construction of the first three rinks in the Villeray–Saint-Michel–Parc-Extension borough, Montréal-Nord and now the Verdun borough, the Foundation announced last summer that **Ville LaSalle** was the beneficiary of the fourth BLEU BLANC BOUGE outdoor rink scheduled for the winter of 2012.

« The commitment of the Montreal Canadiens to the Montreal community is more than just words, it's a fact. The inauguration of this third community outdoor rink by the Montreal Canadiens Children's Foundation is the evidence. A big-hearted and resilient gesture that complements concrete initiatives undertaken by our Administration to enable kids and their families to have access to quality infrastructures and equipment," said **Gérald Tremblay**, Mayor of Montreal.

The Verdun borough is widely acknowledged for the dedication of its deep-rooted multi-ethnic makeup, its needs in terms of sports and leisure infrastructures and its ability to actively mobilize resources and create outreach projects with various participants in the community.

"We are deeply grateful to the Montreal Canadiens Children's Foundation for this brand new refrigerated outdoor rink that will enable hundreds of children and their families to enjoy sporting activities in a high quality environment," said **Claude Trudel**, Mayor of the Verdun borough and member of the executive committee for public security.

Over and above the infrastructure, Verdun benefited from the generosity of **Bauer** who donated 100 pairs of skates, helmets and sticks to create a bank of supplies to fill the needs of various local organizations working with children.



About the Montreal Canadiens Children's Foundation

The Montreal Canadiens Children's Foundation is determined to provide a better and healthier future for children in need, and is committed to encourage and promote a healthy and active lifestyle among the youth. Since its inception in August 2000, the Foundation has donated more than \$10 million to over 400 charitable groups working to support the well-being of children across Quebec.

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SPONSORS AND TECHNICAL INFORMATION

Bringing this type of ambitious project to life requires the support and involvement of numerous partners and collaborators. On behalf of all the young people who will enjoy this new facility, the Montreal Canadiens Children's Foundation wishes to sincerely thank all those who contributed to this exciting project:

PROJECT SPONSORS

- FONDS DE SOLIDARITÉ FTQ
- FÉDÉRATION DES TRAVAILLEURS ET TRAVAILLEUSES DU QUÉBEC

SPECIAL CONTRIBUTION

- HOCKEY CANADA FOUNDATION

MAIN COLLABORATORS

- VERDUN BOROUGH
- QUÉBEC EN FORME
- ARENA DESIGN SERVICES

GENEROUS PARTNERS

- ACIER AGF
- ACIER BOUCHARD
- ROUSTAN CAPITAL
- ASTRA COFFRAGES
- BAUER
- CAMI-TEC
- ÉCHAFAUD PLUS
- GRUES GUAY
- LES ENTREPRISES QMD
- FTQ CONSTRUCTION
- GARNIER CONSTRUCTION
- LOCATION DICKIE MOORE
- LOCAL 301 – SYNDICAT DES COLS BLEUS REGROUPÉS DE MONTRÉAL
- CKAC SPORTS
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- UNI-BÉTON
- CANADA GOOSE
- RÉNO DÉPÔT
- POMPES MEGA

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The community rink built by the Montreal Canadiens Children's Foundation features the same standards found in each NHL arena (**200' by 85'**).

The multipurpose refrigerated rink will welcome young skaters from **November until mid-March**.

The construction of the refrigerated rink required **50,000 feet (15,150 meters)** of fast freeze rink piping and some **11 tons of steel** to build the flooring structure.

As many as **30 cement mixers** were used to successively pour some **250 cubic meters (m3)** of concrete. Each panel supporting the rink boards weighs approximately **300 lbs (136 kg)**.

Over **50 construction workers** worked on this special site during two months.

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LOCATED IN THE MONTRÉAL-NORD BOROUGH

THE MONTREAL CANADIENS CHILDREN'S FOUNDATION INAUGURATES ITS SECOND OUTDOOR COMMUNITY RINK

MONTREAL (January 13, 2010) – As part of its **BLEU BLANC BOUGE** program launched back in September 2008, the Montreal Canadiens Children's Foundation unveiled its second outdoor multipurpose and refrigerated community rink at parc Le Carignan in the Montréal-Nord borough. To mark the official opening, 50 children from the area took to the ice and skated alongside a few players from the Montreal Canadiens.

The artificial ice rink was built in accordance with NHL standards and dimensions (200 feet by 85 feet), including bright red and blue lines, just like a pro rink. Located in Parc Le Carignan the new rink offers the flexibility necessary to accommodate the practice of other seasonal sports activities. The skating season will last from the end of November until mid-March, while various types of ball games, such as basketball (the hoops have already been installed) or soccer, and other sports will take over for the spring, summer and fall months.

"Sports is a key element in the healthy development of our youth said and there is no doubt that the construction of this community rink in the Montréal-Nord borough provides children from the area with a tremendous facility for them to play outdoors and have some fun while being physically active," said **Pierre Boivin**, President of the Montreal Canadiens and the Montreal Canadiens Children's Foundation."

The initiative is part of **BLEU BLANC BOUGE**, the Foundation's flagship project with the objective of building five outdoor multipurpose and refrigerated community rinks that can accommodate various sporting activities in less privileged neighbourhoods in the Montreal area. Eager to provide high quality infrastructures, the Foundation works closely with **Roustan United**, a leader in the area of arena products and services, in the implementation of this type of playing surface. To this end, the Foundation agreed to a five-year partnership with the **FTQ** (Fédération des travailleurs du Québec), **Fonds de solidarité FTQ**, City of Montreal blue collars, FTQ construction workers and local entrepreneurs who all contribute to the project by providing financial resources, materials and manpower.

"The FTQ and Fonds de solidarité FTQ take pride in our involvement in the construction of this community rink in the Montréal-Nord borough. We are particularly proud of the active role played by an important number of FTQ construction workers and City of Montreal blue collars who volunteered their time and skills to bring the project to fruition. The completion of this second community rink truly reflects the values of solidarity we promote. This accomplishment would not have been possible without the contribution of different contractors who participated in the project," said FTQ President, **Michel Arsenault**.

These community rinks are characterized as animated gathering areas for sports and physical activity that will provide kids from these backgrounds to discover the advantages of a healthy and physically active lifestyle. To ensure the success of this program, the Foundation teamed up with **Québec en Forme** to create a dynamic partnership and share the ultimate goal of improving the health of children living in underprivileged areas. As an organization promoting the well-being of children, Québec en Forme works together with the Foundation in selecting the district and the community partners towards the development of an efficient activation of the facilities and to assess the impact of the program.

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"For the second consecutive year, Québec en Forme is pleased to contribute to the development of the BLEU BLANC BOUGE program. The actions taken by the Montreal Canadiens Children's Foundation and its support towards underprivileged children are a source of inspiration for many partners, stated Quebec en Forme General Manager, **Eric Myles**. We at Quebec en Forme take pride in this partnership because we believe that bringing happiness to the families is a priority."

Last summer, following the construction of the first outdoor rink in the Villeray–Saint-Michel– Parc-Extension borough, the Foundation announced the selection of **Montréal-Nord** and **Verdun** as beneficiaries of the second and third community rinks.

"Our Administration values the importance of providing our youth and the families with optimal conditions to enjoy the practice of sports and leisure activities. We are extremely proud to be associated with the Montreal Canadiens and their Foundation for the official inauguration of this multisport community rink. Such gesture is a commitment to the long term and a gift filled with hope that complements the efforts and initiatives of the City and its partners for the benefit of the Montréal-Nord community. I am convinced that the kids from the borough will embrace this new facility and spend hours playing the game and dreaming of starring with the Canadiens of tomorrow," said **Gérald Tremblay**, Mayor of Montreal."

The Montréal-Nord borough is widely acknowledged for the dedication of its deep-rooted multi-ethnic makeup, its needs in terms of sports and leisure infrastructures and its ability to actively mobilize resources and create outreach projects with various participants in the community.

"This new state-of-the-art facility will definitely improve the recreational activities already available to the kids in our borough. In fact, this outdoor community rink is part of several investments of millions of dollars for cultural and sports infrastructures in the borough" said **Gilles Deguire**, Mayor of the Montréal-Nord borough.

Over and above the infrastructure, Montréal-Nord benefited from the generosity of **Bauer Nike** and its partner **OneGoal** who donated 100 pairs of skates, helmets and sticks to create a bank of supplies to fill the needs of various local organizations working with children.



About the Montreal Canadiens Children's Foundation

The Montreal Canadiens Children's Foundation is determined to provide a better and healthier future for children in need, and is committed to encourage and promote a healthy and active lifestyle among the youth. Since its inception in August 2000, the Foundation has donated close to \$9 million to over 350 charitable groups working to support the well-being of children across Quebec.

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SPONSORS AND TECHNICAL INFORMATION

Bringing this type of ambitious project to life requires the support and involvement of numerous partners and collaborators. On behalf of all the young people who will enjoy this new facility, the Montreal Canadiens Children's Foundation wishes to sincerely thank all those who contributed to this exciting project:

PROJECT SPONSORS

- FONDS DE SOLIDARITÉ FTQ
- FÉDÉRATION DES TRAVAILLEURS ET TRAVAILLEUSES DU QUÉBEC

MAIN COLLABORATORS

- MONTRÉAL-NORD BOROUGH
- QUÉBEC EN FORME
- ROUSTAN UNITED

GENEROUS PARTNERS

- ACIER AGF
- ACIER BOUCHARD
- AKZONOBEL CANADA
- ASTRA COFFRAGES
- BAUER NIKE
- CAMI-TEC
- COMMISSION DE LA CONSTRUCTION DU QUÉBEC
- COMPLEXE ENVIRONNEMENTAL DE SAINT-MICHEL
- ÉCHAFAUD PLUS
- FONDATION FORMES ET JEUX
- FORTIER TRANSFERT
- FTQ CONSTRUCTION
- GARNIER CONSTRUCTION
- LES ENTREPRISES QMD
- LOCAL 301 – SYNDICAT DES COLS BLEUS REGROUPÉS DE MONTRÉAL
- LOCATION DICKIE MOORE
- ONEGOAL
- POMPES MEGA
- POSTE DE QUARTIER 39
- SERVICE DE POLICE DE LA VILLE DE MONTRÉAL
- TAPITEC
- UNI-BÉTON

* * *

The community rink built by the Montreal Canadiens Children's Foundation features the same standards found in each NHL arena (**200' by 85'**)

The multipurpose refrigerated rink will welcome young skaters from **November until March**.

The construction of the refrigerated rink required **50,000 feet (15,150 meters)** of fast freeze rink piping and some **11 tons of steel** to build the flooring structure.

As many as **30 cement mixers** were used to successively pour some **250 cubic meters (m3)** of concrete. Each panel supporting the rink boards weighs approximately **300 lbs (91 kg)**.

Over **50 construction workers** worked on this special site during two months.

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LOCATED IN THE VILLERAY– SAINT-MICHEL– PARC EXTENSION BOROUGH

THE MONTREAL CANADIENS CHILDREN'S FOUNDATION INAUGURATES ITS FIRST OUTDOOR COMMUNITY RINK

MONTREAL (January 20, 2009) – The Montreal Canadiens Children's Foundation unveiled its **BLEU, BLANC, BOUGE** program with the inauguration of the first multipurpose community rink at parc François-Perrault in the Villeray–Saint-Michel–Parc Extension borough. To mark the official opening, some 50 children from the area took to the ice and skated alongside a few players from the Montreal Canadiens.

The artificial ice rink has been built according to NHL standards and dimensions (200 feet by 85 feet), with red and blue lines, just like the pros use. The Parc François-Perrault rink offers the flexibility necessary to accommodate the practice of other seasonal sports activities. The skating season will last from mid-November until the end of March, while various types of ball games, such as basketball or soccer, and other sports will take over for the spring, summer and fall months.

"Two generations of hockey players took their first strides in this Montreal borough before later wearing the Montreal Canadiens jersey. Dickie Moore and Patrice Brisebois both grew up in this part of the city," said **Pierre Boivin**, President of the Montreal Canadiens and the Montreal Canadiens Children's Foundation. "The Montreal Canadiens Children's Foundation is pleased that this community rink will provide more young people with a chance to play hockey outdoors and, more importantly, have fun while being active."

The initiative is part of **BLEU BLANC BOUGE**, the Foundation's flagship project with the objective of building five refrigerated outdoor multipurpose community rinks that can accommodate various sports activities in less privileged neighbourhoods in the greater Montreal area. Eager to provide high quality infrastructure, the Foundation works closely with **Roustan United**, a leader in the area of arena products and services, in the implementation of this type of playing surface. With this aim in view, the Foundation agreed to a five-year partnership with the **FTQ** (Fédération des travailleurs du Québec), the Fonds de solidarité FTQ, City of Montreal blue collars, FTQ construction workers and local entrepreneurs which contribute to the project by providing material and manpower.

"Our implication, along with our affiliates with the Montreal Canadiens Children's Foundation in this project, is a true reflection of the values of solidarity and cooperation that we promote. For the FTQ, this project clearly demonstrates what can be achieved when all parties involved team up for a good cause," said FTQ President and Chairman of the Board of Fonds de solidarité FTQ, **Michel Arseneault**.

These community rinks are characterized as animated gathering areas for sports and physical activity that will provide kids from these backgrounds to discover the advantages of a healthy and physically active lifestyle. To ensure the success of this program, the Foundation teamed up with **Québec en Forme** to create a dynamic partnership and share the ultimate goal of improving the health of children living in underprivileged areas. As an organization promoting the well-being of children, Québec en Forme works together with the Foundation in selecting the district and the community partners towards the development of an efficient activation of the facilities and to determine the impact of the program.

In its ongoing mission to promote a brighter future and better health for underprivileged kids in Quebec, the Foundation aims to encourage and foster a healthier lifestyle through physical activity and better nutrition.

"Québec en Forme is proud to have actively participated in the development of the BLEU BLANC BOUGE program and would like to emphasize in particular the importance of the implication and the vision of partnership of a leader such as the Club

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de hockey Canadien and its Children's Foundation in a project aimed at the development of communities," indicated **Jean-Marc Chouinard**, Chairman of the Board of Québec en Forme. "Working together for the children and the communities embraces the values of our mission and our priorities."

As the first beneficiaries of the BLEU BLANC BOUGE program, the **borough of Villeray– Saint-Michel– Parc-Extension** is widely recognized for its well-established multi-ethnic makeup and its ability to actively mobilize its resources and create numerous local outreach projects with various members of the community.

"We are extremely pleased and privileged that the children of the Saint-Michel area were the first draft selection of the Montreal Canadiens for the construction of the first multipurpose community rink. We are very grateful to the Montreal Canadiens Children's Foundation for the wonderful gift that is this significant sports facility, which will be very beneficial to the children of this district throughout the year. We owe this acquisition to, among others, the vivacity and tremendous energy from the Saint-Michel community which demonstrated outstanding consultation and leadership abilities to bring the project to completion for the well-being of the residents," said Mrs. **Anie Samson**, Mayor of the Villeray– Saint-Michel– Parc-Extension borough.

Over and above the infrastructure, the borough benefited from the generosity of **Bauer Nike** which donated 100 pairs of skates, helmets and sticks to create a bank of supplies to be able to fill the needs of various local organizations that work with children.

Bringing this type of ambitious project to life requires the support and involvement of numerous partners and collaborators. On behalf of the innumerable young people who will enjoy this new facility, the Montreal Canadiens Children's Foundation wishes to sincerely thank all those who contributed to this exciting project:

PARTNERS IN THE PROJECT

- Villeray-Saint-Michel-Parc-Extension borough;
- Bauer Nike;
- Construction QMD;
- Fondation commémorative Gabriel Rossy;
- Fondation Formes et Jeux;
- Fondation Garnier Kids;
- FTQ, Fonds de solidarité FTQ, FTQ Construction and their partners: Garnier Construction, Le Groupe Astra Coffrages, AGF, Pompes MEGA, Acier Bouchard, Commission de la construction du Québec, Complexe environnemental St-Michel, Échafaud Plus;
- Local 301 – Syndicat des cols bleus regroupés de Montréal;
- Location Dickie Moore;
- Québec en Forme;
- Roustan United;
- Montreal Police Department - North Region - Police cadets



About the Montreal Canadiens Children's Foundation

The Montreal Canadiens Children's Foundation is determined to provide a better and healthier future for children in need, and is committed to encourage and promote a healthy and active lifestyle among the youth. Since its inception in August 2000, the Foundation has donated more than \$7 million to over 350 charitable groups working to support the well-being of children across Quebec.

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