



## **Laurentian Bank Proud to be Encouraging the New Wave of Alpine Skiers**

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MONTREAL, Jan. 15, 2016 /CNW Telbec/ - Once again this year, Laurentian Bank is proud to be serving as Ski Québec alpin's prestige partner. In that role, the Bank is helping to offer young skiers an environment conducive to the development of excellence, as well as training, various programs, and a calendar of competitions on different Québec Federation circuits, including the U16 regional circuit.

"Laurentian Bank is delighted to be involved with young athletes," underlines Julie Gagné, Senior Vice-President of Marketing and Human Resources, Business and Retail Services. "The pushing of limits is a very important value for the Bank, and we sincerely hope that these young people can achieve their full potential in this sport that they love so much."

Laurentian Bank is the exclusive partner of the U16 regional circuit, which kicks off on January 16 at Mont Sainte-Marie and will run until the end of March in the Laurentians, Lanaudière, Estrie, Québec City and Outaouais regions. Thanks to the dedication of Bank volunteers in each of these locations, the U16 circuit proves to be a great success each weekend of the season.

"The Laurentian Bank U16 circuit competitions continue to serve as an exceptional springboard by way of which our best 14- and 15-year-old athletes can reach the highest level of the sport," emphasizes Daniel Lavallée, Executive Director of Ski Québec alpin. "As such, they are able to qualify for such important competitions as the Critérium Intersport. Ski Québec alpin is privileged to have the support of Laurentian Bank in promoting the development of our future champions."

### **About Laurentian Bank**

Laurentian Bank of Canada is a banking institution whose activities extend across Canada. The Bank serves one and a half million clients throughout the country and employs more than 3,600 people whose talent and dedication have made it a major player in numerous market segments. The Bank has more than \$39 billion in balance sheet assets and \$42 billion in assets under administration.

Laurentian Bank distinguishes itself through the excellence and simplicity of its services. The Bank caters to the needs of retail clients via its branch network. The Bank has also earned a solid reputation among small and medium-sized enterprises and real estate developers thanks to its specialized teams across Canada, namely in Ontario, Québec, Alberta, British Columbia and Nova Scotia. For their part, B2B Bank is a Canadian leader in providing banking and investment products and services to financial advisors and brokers, while the expertise and effectiveness of Laurentian Bank Securities' integrated brokerage services are known nationwide.

### **ABOUT SKI QUEBEC ALPIN**

Ski Québec alpin (SQA) is a provincial sport association which oversees the competitive Alpine skiing within Quebec and encourages participation. Its mandate is to promote the practice of Alpine skiing, to recruit and develop athletes, to organize competitions, as well as to recruit, train and retain in position coaches, officials and administrators. SQA also bring athletes to participate in provincial and national competitions. It supports the organization of competitions and the participation of provincial teams at these events.

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