



Press Release
For immediate release

Motivation Jeunesse is the cause associated with the SSQ Insurance Quebec City Marathon – a healthy invitation from Brunet – for the two next editions of the marathon

Quebec City, Thursday, July 11th 2019 – Je Cours Qc and title sponsor [SSQ Insurance](#) are proud to support [Motivation Jeunesse](#) for the 2019 and 2020 editions of the [SSQ Insurance Quebec City Marathon, a healthy invitation from Brunet](#) (SSQM). For the first time in the history of the SSQM, support for a cause will extend to two marathons in a bid to develop a significant partnership over a longer period. This association combines perfectly with the marathon's vocation to make the event accessible to the general public, promote health and physical activity and bring enriching personal experiences to participants. All funds raised will enable Motivation Jeunesse to continue its mission to support young people in underprivileged neighbourhoods in the Quebec City area, to help with school dropout prevention, fight physical inactivity and delinquency and facilitate the integration of young immigrants through sports and outdoor activities and by giving them an opportunity to create memorable experiences. Starting at age 10, youngsters can take part in the 5K and 10K events, and those who are 14 and over can take part in the half-marathon, 21.1 km.

Part of the funds given to the organization will be donated by SSQ Insurance based on the number of kilometres clocked by employees and their families (\$2 per km), as well as by kids from Motivation Jeunesse (\$1 per km).

For Chantal Lachance, Vice-President of Marketing and Operations at Gestev, the event producer for Corporation course de Québec, the partnership is a natural one. "Our objective is to get the population moving and to encourage healthy lifestyles," Lachance said. Our association with Motivation Jeunesse fulfills our aspirations given that youth of all ages are an integral part of the events organized by Je Cours Qc. We are proud to be helping in our own way to improve the quality of life of young people in the Quebec City area."

"Each year, the SSQ Insurance Quebec City Marathon is an ideal opportunity to support a cause that is dear to us and to clearly demonstrate how 'communities make us.' We are happy to partner with Gestev with whom we share the same values of solidarity and health promotion, to support the mission of Motivation Jeunesse, an organization that makes a real difference in the lives of young people," said Jean-François Chalifoux, Chief Executive Officer of SSQ Insurance.

"Motivation Jeunesse is proud and honoured to be associated as a worthy cause for the SSQ Insurance Quebec City Marathon, a prestigious event that rallies so many and goes such a long way in promoting health. The funds raised through this positive association will contribute immensely to the quality of life of hundreds of young people living in disadvantaged neighbourhoods in Quebec City," said Luc Richer, Director of Motivation Jeunesse.



Sign up and give

Registration is now open. Everyone who signs up for one of the events of the SSQ Insurance Quebec City Marathon, a healthy invitation from Brunet, to be held October 11 to 13, will be invited to make a donation to Motivation Jeunesse via the registration platform at www.jecoursqc.com/en/quebec-city-marathon/registration/. Participants who have already registered as well as anyone who wishes to support the mission of Motivation Jeunesse may do so at www.motivationjeunesse.com in the "donner" tab.

About Corporation Événements Course de Québec

The mission of Corporation Événements Course de Québec is to promote footraces across Quebec through amateur events held by Je Cours Qc, which attract thousands of runners and walkers from Quebec and elsewhere. In addition to running events for the general public, the Corporation works hard to develop sports and the adoption of healthy lifestyle habits by running enthusiasts of all ages.

About Gestev

Created in 1992, Gestev is a firm specialized in the organization and creation of concept events that have made their mark throughout Quebec as well as internationally. Over the years Gestev has raised the standards of event organization and production, adding a festive component to high-calibre sporting events, notably by introducing music and entertainment and making the competitions accessible to everyone. The Jamboree, Red Bull Crashed Ice, Vélirium, FIS cross country skiing World Cup Finals and Transat Quebec Saint-Malo are some examples of large-scale projects put on by Gestev, which also oversees the Baie de Beauport in Quebec City. Gestev has BNQ 9700-253 certification. Gestev is the producer for Corporation Événements Course de Québec for footrace events. This role is fully delegated by Multi-Sport, which is jointly owned by Gestev and Groupe Boucher Sports.

About SSQ Insurance

Founded in 1944, SSQ Insurance is a mutualist company that puts community at the heart of insurance. With assets under management of \$12 billion, SSQ Insurance is one of the largest companies in the industry. Working for a community of over three million customers, SSQ Insurance employs over 2,000 people. Leader in group insurance, the company also sets itself apart through its expertise in individual life and health insurance, general insurance and the investment sector. For more information, go to ssq.ca.

About Motivation Jeunesse

Founded in 1999, Motivation Jeunesse uses sports, outdoor activity and personal challenge as a means to work with young people who are disadvantaged or in difficulty. Based in some twenty primary and secondary schools in Quebec City neighbourhoods, it gives over 1,000 youngsters opportunities to experience major successes each year, discovering passions, new interests, self-confidence and self-esteem for its many participants. Through its hands-on approach, creativity and audacity in the implementation of its sports projects and personal challenges, the organization has made a name for itself in the educational sector. The organization's leaders and coaches are beacons in the lives of young people. The integration of young immigrants and refugees is a core component of its mission. The organization has just received the Emmett-Johns Award for its work.



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