



**INSTITUT DE
CARDIOLOGIE
DE MONTRÉAL**

AFFILIÉ À
Université 
de Montréal

PRESS RELEASE
For immediate distribution

**The Montreal Heart Institute
impressed with the interest shown by elementary school children
in the Grand défi Pierre Lavoie**

Montreal, June 2, 2009 – A pioneer in preventive medicine in Canada and proud sponsor of the Grand défi Pierre Lavoie, the Montreal Heart Institute (MHI) is impressed by the immense collective success the défi has enjoyed. In fact, in the month of May alone, the children and their families logged more than 16 million 15-minute fitness sessions, or more than 4 million hours of physical activity! The overwhelming response to this superb mobilizing project reflects a vast societal movement toward improved health through exercise and the adoption of healthy lifestyle habits.

“We’re extremely pleased to see how young people from all regions of Québec, encouraged by their teachers and parents, decided to take up this challenge, and we extend a heartfelt congratulations to them and to the entire team of the Grand défi Pierre Lavoie, for generating such great enthusiasm,” said Dr. Martin Juneau, prevention director at the MHI, director of the ÉPIC Centre for Preventive Medicine and Physical Activity, and professor of medicine at Université de Montréal.

**Two teams from the Montreal Heart Institute to take part in
the Grand défi Pierre Lavoie**

Given that promoting healthy lifestyle habits through the Grand défi Pierre Lavoie is also at the heart of the MHI’s mission, the Montreal Heart Institute and its ÉPIC Centre for Preventive Medicine were naturally interested in taking part in the 1,000-kilometre event and thus raising awareness among young people of the importance of exercise and healthy lifestyle habits. Thus, from June 12 to 14, 2009, two teams of five people will gladly climb aboard their bicycles for this worthy cause. The ÉPIC Centre also plays an important role in this event, since it has recruited and supervised numerous volunteers in charge of receiving the 5,000 children from the winning schools who are expected at the Olympic Stadium.

“We are extremely proud to be associated with the Grand défi Pierre Lavoie project, since Pierre Lavoie and the MHI have had close ties for years. Given that an estimated 80 percent of today’s cardiovascular diseases and a significant proportion of cancers could be avoided by adopting healthy lifestyle habits, we therefore hope that this immense popular success is only the beginning of a great adventure, one that will serve to motivate all Quebecers, young and old, to stay healthy by continuing to exercise and to eat well,” said Dr. Juneau, who also sits on the board of directors of the Grand défi Pierre Lavoie.

About the Montreal Heart Institute

Founded in 1954 by Dr. Paul David, the Montreal Heart Institute constantly aims for the highest standards of excellence in the cardiovascular field through its leadership in prevention, ultra-specialized care, training of professionals, clinical and fundamental research, and assessment of new technologies. It is affiliated with the Université de Montréal and its clinical outcomes are among the best in the world. To learn more about the Institute, please visit our website at www.icm-mhi.org.

- 30 -

Information:

Julie Chevette
Communications Consultant
Montreal Heart Institute
514 376-3330, extension 2641
julie.chevette@icm-mhi.org

Doris Prince
Head, Communications and Public Relations
Montreal Heart Institute
514 376-3330, extension 3074
doris.prince@icm-mhi.org