



MONTRÉAL  
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F O U N D A T I O N

**PRESS RELEASE**  
For immediate distribution

### **The Montreal Heart Institute Foundation invests \$60 million in the Montreal Heart Institute**

**Montreal, September 11, 2007** – The Montreal Heart Institute Foundation (MHIF) launched its major financing campaign *Heart Beat for the Future* with an objective of 60 million dollars in order to help the Montreal Heart Institute (MHI) to remain a leader in its field.

The MHI is among large world leaders in cardiology, institutions as famous as Cleveland Clinic, in the United States and Thoraxcenter of Rotterdam, in Holland. To keep such a level of excellence requires very important investments. This is why the Foundation is engaged in a major fund raising campaign.

The campaign is co-chaired by Mr. André Desmarais, President and Co-Chief Executive Officer, Power Corporation of Canada, Mr. Serge Godin, Founder and Chair, Board of Directors, CGI Group and Mr. Michael J. Sabia, President and Chief Executive Officer of BCE Inc.

"The good news, is that we already raised 51 million dollars during the period known as the silent phase", declared Mr. André Desmarais who insisted however on the fact that there is still a shortfall of 9 million dollars to reach our goal.

The campaign co-chairs, the Foundation and the Institute, count on the generosity of the Canadians and of the Quebecers, particularly from the business community, which recognizes the MHI excellence and grants its support over the years. The campaign conducted by the Foundation will support mainly four sectors of intervention: patient care, research, prevention and teaching.

#### **2012 Objectives**

These new investments will be spread out over the next five years, ending in 2012.

#### **Patient Care**

The MHI is currently building a new operating wing featuring seven ultra-modern operating rooms. A new ambulatory centre will also be opened, and its emergency unit will be expanded to accommodate the increased volume of patients due to the ageing of the population.

#### **Research**

The Montreal Heart Institute's Research Centre has reached a turning point in its history. It must now expand its research laboratories, since an increasing number of researchers want to join the team whose excellence is recognized throughout the whole world.

The first achievement is actually the construction of a pharmacogenomic centre, which should open in February 2008. The expansion of the Research Centre will be completed by 2010, at which time the Centre will double its surface. Indeed, the MHI must make ongoing investments so that it can continue to attract the leading cardiovascular health specialists to Montreal—and keep them here.

**Prevention**

In terms of prevention, the MHI continues to assume its leadership role by putting forward new research initiatives aimed at rising the progression of cardiovascular diseases. In particular, these initiatives study the effectiveness of omega-3s as well as new trends in physical activity. To broadcast its prevention message beyond its walls, the MHI also offers prevention training programs geared toward the medical community; as well, it helps regional centres develop similar programs and stages media campaigns aimed at getting the message out to the public.

**Teaching**

The MHI is planning the construction of a teaching centre for excellence in cardiovascular medicine in order to share the expertise developed at the Institute on a daily basis, as it is imperative that this expertise be diffused on an international level. To achieve this, new installations featuring leading-edge technology will allow even interns to attend live procedures and comment on them with their professor. This method may also be put into practice in our partner cardiology centres elsewhere in the world.

**The MHI Foundation**

For the last 30 years, the Montreal Heart Institute Foundation has supported research and technological development at the Montreal Heart Institute and thereby promoted the excellence of this world-renowned institution serving the population of Quebec.

**The Montreal Heart Institute**

Founded in 1954, the Montreal Heart Institute is Canada's largest and oldest institution dedicated to research, education and clinical care of cardiovascular diseases. It is affiliated with the Université de Montréal and constantly aims for the highest standards of excellence through its leadership in prevention, ultra-specialized care, professional training, clinical and basic research, and development of new innovative treatments.

A source of inspiration to everyone, the Montreal Heart Institute is recognized as a model of innovation - thanks to its Foundation - and the MHI remains a worldwide leader in the field. The Heart Beat for the Future campaign aims at affirming its role of leader.

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