



Fundraising evening for the Montreal Heart Institute Foundation

The Grand Bal des vins-cœurs raises \$2 million

Heart Beat for the Future campaign reaches \$70 million!

Montreal, September 5, 2008 – The 8th annual Grand Bal des vins-cœurs exceeded all expectations, with the prestigious event raising \$2 million, beating last year's \$1.1 million. A net revenue of \$1.7 million will go toward furthering research and technological development at the Montreal Heart Institute (MHI), an establishment serving all Quebecers. Held at Windsor Station, the 2008 Grand Bal des vins-cœurs – the MHI Foundation's flagship event – kicked off the new fundraising season. More than 900 distinguished guests graced the soirée with their presence. Among them were Premier Jean Charest, Cabinet Minister Raymond Bachand, Jean Chrétien, Stéphane Quintal and none other than Robert Charlebois!

The evening also served as an opportunity to showcase the achievements of the Heart Beat for the Future capital campaign, a long-range initiative aimed at supporting major structuring projects in the area of patient care, research, teaching and prevention. It should be mentioned that the campaign's initial objective was \$60 million, yet in the past two years, it has collected over \$70 million. And it's still going.

A tribute to France Chrétien-Desmarais

The highlight of the evening was the special tribute paid to France Chrétien-Desmarais, who acted as the Foundation's Chair from 2001 to 2008. Ms. Chrétien-Desmarais has had a major impact on the institution's development over the years, for example, with the creation of the Grand Bal des vins-cœurs, which has become one of Montreal's most popular upscale events. A surprise was in store for guests, who were treated to a one-of-a-kind screening, featuring the remake of a popular Robert Charlebois song, interpreted by several well-known public figures. Stepping in as wannabe singers were Mayor Gérald Tremblay, Gilbert Rozon, Jean and Aline Chrétien, along with Paul Sr. and Jacqueline Desmarais.

In addition, current Foundation Chair Louis A. Tanguay granted Ms. Chrétien-Desmarais of the Montreal Heart Institute Foundation's Medal of Honour, a first time granted medal aimed at recognizing the dedication, generosity and commitment of those who have made an exceptional contribution to the Foundation's mission.

Great food, good wine and a unique show

The 900 guests in attendance enjoyed a five-course meal deftly executed by Fairmont The Queen Elizabeth hotel Executive Chef Alain Pignard. Grand Bal partner, the Société des alcools du Québec, took great care in selecting an array of memorable wines to titillate the diners' palates with finesse. Last but not least, another partner of the event, the Cirque du Soleil, entertained the audience with a performance bursting with intensity, grace and a few chills. Also of note: the décor was given a definite Asian twist, in honour of Ms. Chrétien-Desmarais' fondness for all things oriental.

About the Montreal Heart Institute Foundation

For over 30 years, the MHI Foundation has been supporting research and technological development at the Montreal Heart Institute, thereby promoting the excellence of a world-renowned institution dedicated to serving the population of Quebec.

About the Montreal Heart Institute

Founded in 1954, the Montreal Heart Institute strives constantly for the highest standards of excellence in the area of cardiovascular health. It is consistently distinguishing itself through its leadership role in prevention, ultra-specialized care, professional training, clinical and basic research and new technologies evaluation. Affiliated with the Université de Montréal, its clinical results rank among the best in the world.

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Note: Photos of the event available upon request.

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www.fondationicm.org/en/

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