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News
For immediate release

18th Annual Mois des Câlins “Rose Câlins” Lip Perfector On Sale Now, Proceeds to Support the Young Patients of Sainte-Justine

Montreal, January 23, 2024 – The CHU Sainte-Justine Foundation and its long-time partners, **Rythme**, **Jean Coutu** and **Clarins**, are pleased to announce the launch of the 18th annual Mois des Câlins campaign. Starting today, **30,000 tubes of Clarins “Rose Câlins” Lip Perfector** will be available exclusively at Jean Coutu’s 350 stores across Quebec. For every \$20 tube sold, Jean Coutu and Clarins will jointly donate \$10 to the CHU Sainte-Justine Foundation to support the health of children and mothers-to-be.

All funds raised during the Mois des Câlins campaign will go toward helping Sainte-Justine achieve its long-term goal of transforming the lives of children throughout the province – children like [nine-year-old Milane](#) (video in French only), this year’s campaign ambassador.

Milane was just six years old when unusual bruises began to appear and spread all over her arms and legs. Her worried parents took her to Sainte-Justine, where she was diagnosed with bone marrow aplasia, a serious and potentially fatal blood condition. Thankfully, Milane was saved by a bone marrow transplant from her older brother, Léo, and is now back to enjoying the childhood she deserves. Though she will continue to be monitored at Sainte-Justine until adulthood, she and her family are looking to the future with optimism, knowing that they can count on the hospital’s medical experts and its generous community of donors.

Many Thanks to Our Incredible Ambassadors

Several Quebec celebrities will be taking to the airwaves of Rythme FM once again to speak on behalf of the many families who rely on Sainte-Justine. Returning ambassadors **Marie-Eve Janvier**, **Isabelle Racicot**, **Nadia Bilodeau** and **Francisco Randez** will be joined this year by **Patricia Paquin**. Together, they will be encouraging listeners to show their support for this worthy cause.



Main partner





Dessine-moi un câlin: Calling All Young Artists!

Congratulations to **12-year-old Ellie-Rose** from Lévis, whose drawing was chosen by Dessine-moi un câlin judges from among hundreds of contest submissions received last year. Ellie-Rose's artwork is proudly featured on the 30,000 boxes of Lip Perfector for this 18th annual campaign. She has also been awarded a \$1,000 gift certificate to a book and toy retailer.

Once again this year, the CHU Sainte-Justine Foundation is inviting young creators aged 5 to 12 from across Quebec to email or mail in their drawings between **January 11 and February 15, 2024**. For more information about the Mois des Câlines campaign and the Dessine-moi un câlin contest, go to calins.ca.

Be sure to visit our partners' websites at jeancoutu.com, rythmefm.com and clarins.com.

You can also follow the hashtag [#moisdescalins](https://twitter.com/moisdescalins) on social media.

-30

Source: CHU Sainte-Justine Foundation

Media relations:

**Audrey
Tourangeau**

Annexe Media
514-922-8883
audrey@annexe.media

About the CHU Sainte-Justine Foundation

The CHU Sainte-Justine Foundation's mission is to engage the community and support the CHU Sainte-Justine in its pursuit of excellence and its commitment to providing children and mothers with one of the highest levels of health care in the world, now and in the future. fondationstejustine.org

About CHU Sainte-Justine

Sainte-Justine University Hospital Centre is the largest mother-child hospital in Canada and the second largest pediatric centre in North America. It is a member of Université de Montréal's extended excellence-in-health network (RUIS). Sainte-Justine has 5,457 employees, including 1,532 nurses and nursing assistants; 1,000 other healthcare professionals; 520 physicians, dentists and pharmacists; 822 residents and over 295 researchers; 411 volunteers; and 4,416 interns and students in a wide range of disciplines. CHU Sainte-Justine has 484 beds, including 67 at the Marie Enfant Rehabilitation Centre (CRME), the only exclusively pediatric rehabilitation centre in Quebec. The World Health Organization has recognized CHU Sainte-Justine as a "health promoting hospital." chusj.org