



News
For immediate release

18th Annual Mois des Câlins Campaign: Not Just Lip Service!

More than \$400,000 raised for Sainte-Justine

Montreal, February 19, 2024 – Sainte-Justine’s 18th annual Mois des Câlins campaign has ended on a note of thanks and gratitude again this year. **The support of people across the province and long-term partners Rythme, Jean Coutu and Clarins helped raise more than \$300,000** through the sale of 30,000 tubes of Clarins “Rose Câlins” Lip Perfector, to which **Jean Coutu once again generously donated an additional \$100,000**. Throughout the campaign, the social media stories of courage and determination of young patients and campaign ambassadors Romie, Marcus and [nine-year-old Milane](#) touched everyone’s hearts. The money raised will allow Sainte-Justine’s teams to realize their ambitions and help make sure every young patient has access to the specialized expertise they need, whatever their condition.

Growing Beyond to transform the lives of children like Milane

By embracing this cause and supporting the Foundation’s efforts, Quebecers and Mois des Câlins partners are empowering the multidisciplinary professionals at Sainte-Justine to work together to **develop innovative therapies and personalized approaches. Being there for the Sainte-Justine community shows families across the province that they are not alone in their struggle and that, together, it is possible to change lives for the better, now and in the future.**

“Not too long ago, bone marrow aplasia was something that was treated with medication, without any promise of a cure,” said Isabelle, Milane’s mother. “We owe our daughter’s health to the talent and passion of the doctors and scientists who dared to dream big. **The least we can do is to pay it forward, so they can continue to grow beyond what they once thought possible. Thank you to all those who brought hope to families like mine by giving to the Mois des Câlins campaign.**”

A shout-out to our Rythme ambassadors

This successful outcome would not have been possible without the support of the ambassadors at Rythme – **Marie-Eve Janvier, Isabelle Racicot, Nadia Bilodeau, Patricia Paquin and Francisco Randez** – who reached out to listeners and encouraged them to give generously



Official broadcaster



Presenting partner



during this 18th annual campaign. Front-line allies also included the cosmeticians at Jean Coutu stores across Quebec, who played a vital role in the sale of Clarins “Rose Câlins” Lip Perfectors.

Budding artists from across Quebec show how much they care

The Dessine-moi un calin drawing contest is now closed, having come to an end on February 15, but not before a flood of drawings came pouring in from talented young Quebecers aged 5 to 12. The selection committee will review their submissions and choose the **artwork that will appear on the packaging of the 2025 Clarins “Rose Câlins” Lip Perfector**. The prize will also come with a \$1,000 gift card to spend at a book and toy retailer (or the equivalent).

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Source: CHU Sainte-Justine Foundation

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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



**GROW
BEYOND**

Main partner

