

**Press Release**

For Immediate Release

**PROCURE**

Halte au cancer de la prostate.  
The Force Against Prostate Cancer.

## PÉNÉLOPE AND WINSTON MCQUADE, ALONG WITH DESIGNER LUKO MARION, ARE THE CO-CREATORS OF THE BOWVEMBER BOW TIE

**Maripier Morin and Kim Rusk join the group of 21 celebrities who will help PROCURE  
sell 10,000 bow ties this November to help fight prostate cancer in Quebec**



**MONTREAL, October 21, 2015**—Pénélope and her father Winston McQuade collaborated with Quebec designer Luko Marion to create the 2015 edition of PROCURE's chic new BOWVEMBER bow tie. This collector's piece is on sale now for only \$35 at [bowvember.ca](http://bowvember.ca) as well as select stores across Quebec—including Greiche & Scaff, Bovet, Harry Rosen, L'Autre Couture, Aubainerie, Caleçon vos goûts, Jack & Jones, Bestseller, JAF prêt-à-porter, and Hachem—in an effort to raise \$350,000 in the fight against prostate cancer. Each of the 21 celebrities will wear the bow tie in a unique way to inspire the general public to do the same.

To mark Prostate Cancer Awareness Day in Quebec as well as International Men's Day on November 19, PROCURE is encouraging all Quebecers to wear the BOWVEMBER bow tie and share their photos on social media using the hashtag **#bowvember**. Montrealers are also invited to join the BOWVEMBER ambassadors on November 12 at Hotel Nelligan for PROCURE's Bow Tie Affair fundraising soirée.

"I am delighted to be part of the BOWVEMBER campaign this year—especially since my family has been touched by cancer a few times, including prostate cancer," says television personality Pénélope McQuade. "I encourage my loved ones and all Quebecers to wear the PROCURE bow tie and create their own butterfly effect to raise awareness about the cause."

“As a prostate cancer survivor who benefitted from PROCURE’s services, it was simply natural for me to get involved in this wonderful campaign,” explains presenter and artist Winston McQuade. “I want to give hope to the 4,600 men who will be diagnosed with prostate cancer this year, and raise awareness about the importance of early detection in order to increase survival rates.”

## THE ROLE OF WOMEN

Although prostate cancer is a men’s disease, women play an important role when it comes to helping men learn about the disease and supporting them throughout treatment. That’s why PROCURE selected a woman—Pénélope McQuade—to be co-designer of this year’s bow tie.

Television and radio personalities Maripier Morin and Kim Rusk have also joined the 2015 campaign. Each of these three female ambassadors wore their bow tie in different ways to show how a bow tie can be a very feminine fashion accessory. Pénélope wears hers untied on a sweater, paired with a flared skirt; Kim uses hers as a collar to accentuate her blouse and leather dress; and Maripier simply wears her bow tie around her neck!

## 21 AMBASSADORS FOR THE CAUSE

Each of the 21 ambassadors wore their bow tie during the official BOWVEMBER photoshoot, created by photographer Sandrine Castellan of Shoot Studio.



1. Evan Bush, Montreal Impact player
2. Marc-Olivier Brouillette, Montreal Alouettes player
3. Gilbert Delorme, Canadiens Alumni
4. Charles Hamelin, Olympic medalist
5. Joey Saputo, Montreal Impact President
6. Mark Weightman, Montreal Alouettes President & CEO
7. Pénélope McQuade, presenter
8. Winston McQuade, presenter and artist
9. Jean-Michel Anctil, comedian
10. Maripier Morin, presenter
11. Jean-Philippe Wauthier, presenter
12. Francisco Randez, presenter
13. Kim Rusk, presenter
14. Olivier Primeau, Beachclub owner
15. Denis Coderre, Mayor of Montreal
16. Charles Guay, Executive vice-president and general manager, Institutional Markets, Manulife, and President and CEO, Manulife Québec
17. Paul Côté, President & General Manager of the AMT
18. Robert Nadeau, President & CEO of the OACIQ
19. Luko Marion, designer
20. Jean Pagé, presenter and PROCURE spokesperson
21. Laurent Proulx, Executive Director of PROCURE

## A TARTAN BOW TIE

Thanks to the resounding success of BOWVEMBER 2014, where all 3,000 bow ties sold out in only 10 days, the bow tie has become the symbol of the fight against prostate cancer in Quebec. To ensure the 2015 edition was noticeably different from last year's black satin bow tie with blue topstitching, this year's co-designers chose a classic look that's making a comeback: tartan. The beauty of the pattern is that every bow tie is unique, since it's made from one piece of a large pattern, which varies depending on where it's been cut. The tartan selected has a grey, black and white pattern and has been included in two key places on the bow tie: in the middle of the bow, as well as the neck strap.

Quebec designer Luko Marion—ambassador of the Montreal boutique L'Autre Couture—chose to support the cause again this year : "I loved collaborating with Pénélope and Winston McQuade to create the 2015 bow tie," he said. "Pénélope infused her modern style in the design of the bow tie while Winston brought his love of printed art. I am so proud of the result and I'm confident that we will sell out the 10,000 bow ties as quickly as we did last year."

## ABOUT PROCURE

Founded in 2003, PROCURE is the only charitable organization in Quebec to be exclusively dedicated to the fight against prostate cancer through research, awareness and education and support for men who have this disease and their families. 1 in 7 men will be diagnosed with prostate cancer during their lifetime. For more information, visit [procure.ca](http://procure.ca)

bowvember.ca  
facebook.com/PROCURE.ca  
Instagram: @procureqc  
Twitter: @procureqc

## CONTACT

For more information or to set up an interview with one of the co-designers of the 2015 bow tie, please contact:

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## PHOTO CREDITS

Photographer: Sandrine Castellan, Shoot Studio  
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Photo assistants: Philippe-Michel Desrosiers and Audrey Boivin  
Retouching: Geneviève Demers, Shoot Studio  
Production: Cristelle Basmaji, Youville and Diana Srougi, Shoot Studio

## TESTIMONIALS FROM OUR AMBASSADORS

### EVAN BUSH

“By wearing the PROCURE bow tie in November, I’m showing my solidarity for a cause that touches us all—and a Quebec organization that needs our support. I encourage all Quebecers to create their own butterfly effect by purchasing a bow tie and taking part in the campaign with friends and loved ones. It’s thanks to your support that we can make a difference in the lives of men here at home.”

### MARC-OLIVIER BROUILLETTE

“I felt it was important to continue being involved in the BOWVEMBER awareness campaign with our president, Mark Weightman. It’s crucial for people here to know more about this type of cancer and I’m happy to do my part for the second year in a row. On November 8, I hope to see plenty of fans at the Percival-Molson Memorial Stadium who bought their tickets via the PROCURE offer to help win the fight against prostate cancer in Quebec.”

### GILBERT DELORME

“I am absolutely delighted to be a BOWVEMBER ambassador with PROCURE—the only Quebec organization devoted to the fight against prostate cancer. I will proudly wear my bow tie and I invite the general public to do the same so we can win the fight against this disease, which affects 1 in 7 men.”

### CHARLES HAMELIN

“In our family alone, Marianne and I know three men who have had prostate cancer—or are still battling the disease, so it was completely natural for me to join the 2015 BOWVEMBER campaign. The diagnosis statistics are unbelievable—and as an ambassador I’m determined to help people keep fighting. I hope I can help raise awareness across Quebec about this disease that touches so many of us in one way or another.”

### JOEY SAPUTO

“As a PROCURE partner since the organization was created in 2003, the Montreal Impact is proud to support the second edition of the BOWVEMBER campaign. The bow tie has become the symbol for the fight against prostate cancer in Quebec, and I am thrilled to wear it again this year.”

### MARK WEIGHTMAN

“I am delighted to be part of this awareness campaign and I encourage all our supporters to join me in proudly wearing the bow tie in November, especially on November 8 at the McGill Stadium.”

### PÉNÉLOPE MCQUADE

“I am delighted to be part of the BOWVEMBER campaign this year—especially since my family has been touched by cancer a few times, including prostate cancer. I encourage my loved ones and all Quebecers to wear the PROCURE bow tie and create their own butterfly effect to raise awareness about the cause.”

### WINSTON MCQUADE

“As a prostate cancer survivor who benefitted from PROCURE’s services, it was simply natural for me to get involved in this wonderful campaign. I want to give hope to the 4,600 men who will be diagnosed with prostate cancer this year, and raise awareness in Quebec about the importance of early detection in order to increase survival rates.”

## JEAN-MICHEL ANCTIL

"I'm proud to be part of this year's BOWVEMBER campaign and give my support to PROCURE. I believe it's crucial to raise awareness among Quebecers to encourage them to get tested in order to increase the chances of survival. Through my participation, I hope to create a butterfly effect and send a huge dose of courage to everyone touched by prostate cancer, as well as lend my support to their families."

## MARIPIER MORIN

"I'm joining the BOWVEMBER campaign this year in honour of my grandfather, who had prostate cancer, and all men fighting this disease. I invite women to wear the PROCURE bow tie in November as a symbol of support for the men in their lives."

## JEAN-PHILIPPE WAUTHIER

"I'm thrilled to team up with PROCURE this year as part of their BOWVEMBER campaign and their *Tour du Courage*—a true cycling challenge I took part in last June that required quite the effort! I encourage all Quebecers to wear the bow tie on November 19 and share their photos on social media in order to raise awareness about the cause."

## FRANCISCO RANDEZ

"It's an honour for me to take part in the BOWVEMBER campaign this year, and to have the opportunity to support such an important cause. Wearing the PROCURE bow tie is about opening up a dialogue and helping to raise awareness across Quebec about the importance of being tested in order to increase the prostate cancer survival rate. So let's drop the taboos and talk about it—with other men, our doctors and even the women in our lives. It's good for everyone's health!"

## KIM RUSK

"For my spouse, my brother and my future sons, it was so important for me to join the BOWVEMBER campaign. Let's work together for all men who are diagnosed every year, and for the families who support them, by donating to research. Let's proudly wear the PROCURE bow tie!"

## OLIVIER PRIMEAU

"This fall, the bow tie has become much more than a fashion accessory. It's a symbol of determination, courage and support in the face of cancer—a terrible disease. I am more than honoured to join the PROCURE campaign and, in doing so, to do my part to help fight prostate cancer. It's a disease that touches everyone in some way, and I felt it was my duty to get involved."

## DENIS CODERRE

"Men and their health... it's not always easy! We all know men who still have a hard time talking to their doctor about health issues. We need to increase our efforts to raise awareness about the importance of getting tested for prostate cancer. That's why I proudly wear the BOWVEMBER campaign bow tie."

## CHARLES GUAY

"Prostate cancer is the most common form of cancer among Canadian men. We all know someone who's been affected by this disease. That's why I immediately accepted PROCURE's invitation to be a BOWVEMBER ambassador."

## PAUL CÔTÉ

"Thinking about my own two boys, I decided to wear the bow tie and become an ambassador for the BOWVEMBER campaign—to help spread information about awareness and prevention and to mobilize people so we can win the fight against prostate cancer once and for all. I believe that with the funds raised for research, we can develop better treatments for men living with this disease."

## ROBERT NADEAU

"Like thousands of you, I proudly wear my bow tie in November to raise awareness about preventing prostate cancer and supporting the men who have it. I am honoured to invite people to join the butterfly effect."

## LUKO MARION

"I loved collaborating with Pénélope and Winston McQuade to create the 2015 bow tie. Pénélope infused her modern style in the design of the bow tie while Winston brought his love of printed art. I am so proud of the result and I'm confident that we will sell out the 10,000 bow ties as quickly as we did last year."

## JEAN PAGÉ

"I want to thank each and every Quebecer who supported the BOWVEMBER campaign last year, which saw 3,000 bow ties sold in just 8 days and helped raise \$200,000 for PROCURE. On November 19, Prostate Cancer Awareness Day in Quebec, I encourage all Quebecers to wear their bow tie in solidarity with this important cause."

## LAURENT PROULX

"I want to sincerely thank each of our BOWVEMBER ambassadors for their extraordinary support and personal involvement, which brings such hope to the 4,600 Quebecers who will be diagnosed with prostate cancer this year. Help us make a real difference in the lives of these men and reach our goal of raising \$350,000 when you buy one of our 10,000 bow ties."