



PRO♂**CURE**

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

2014 ANNUAL REPORT BOWVEMBER IN THE SPOTLIGHT



Ignacio Piatti



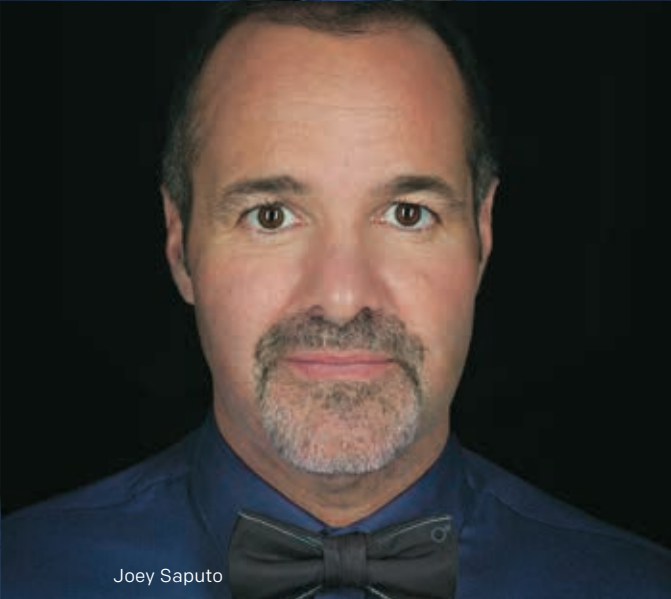
Brandon Prust



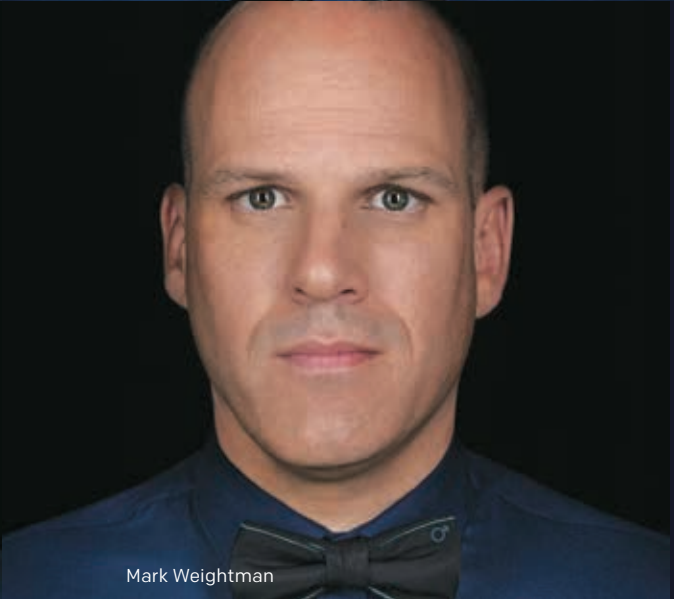
Marc-Olivier Brouillette



Denis Coderre



Joey Saputo



Mark Weightman

In 2014, November 19 officially became "Quebec's Prostate Cancer Awareness Day"

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One mission and three pillars

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Founded in 2003, PROCURE is the only charitable organization exclusively dedicated to the fight against prostate cancer through research, outreach, education and support for men affected by this disease and their families.

OUR MISSION

Provide scientists and the community with means to better prevent and cure prostate cancer.

OUR BRAND

A recognized and influential organization that is dedicated to real improvement in quality of life for men with prostate cancer, through research and various services.

OUR VALUES

PROCURE will actively participate in the advancement of research through an ongoing conversation with the public and health professions. Information and support will be provided through a variety of channels:

- ∞ Access to health professionals via a toll-free line available 24|7
- ∞ An informative and comprehensive Web site that is available in both official languages
- ∞ Awareness-raising network offering prostate cancer information and support throughout Quebec
- ∞ Conferences given by experts and other special events
- ∞ Free book on prostate cancer and various publications

PROCURE has also created the PROCURE Biobank, a collection of high-quality biological samples containing essential data on men with prostate cancer.

PROSTATE CANCER

Prostate cancer is the most common form of cancer in men. It generally progresses at a fairly slow pace. When detected early, it is highly curable. Nowadays, advanced techniques are used to produce an extremely accurate diagnosis. In addition, new and more effective means of treatment make it possible to halt or slow the progression of the disease. In most cases, the prognosis is good. The exact causes of prostate cancer remain largely unknown, but research has highlighted certain risk factors.

Thanks to research and early treatment and more efficient methods, the survival rate for men with prostate cancer is 96% five years after the date of diagnosis. This shows the importance of screening for older men.

RISK FACTORS

- ∞ Aging
- ∞ Family history
- ∞ Genetic mutations
- ∞ Racial origin
- ∞ Lifestyle
- ∞ Diet and physical inactivity
- ∞ Various environmental factors

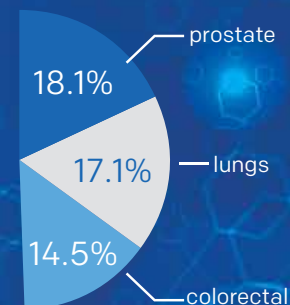
THE IMPORTANCE OF ACTION

- ∞ Talk to your doctor if you are over 50
- ∞ Do it at 40 if you have a family history
- ∞ Encourage friends and colleagues to do so as well
- ∞ Contact our healthcare professionals if you have any concerns or questions
- ∞ Visit our website and YouTube channel
- ∞ Make a donation to help with research
- ∞ Take part in our Bowvember campaign
- ∞ Wear a bow tie on November 19
- ∞ Get involved by becoming a volunteer, an ambassador or a partner



1 IN 7 MEN WILL BE DIAGNOSED WITH **PROSTATE CANCER** IN THEIR LIFETIME

Distribution of **new cancer cases** in **2014**



APPROXIMATELY

4,600

Quebecers **will be diagnosed** with prostate cancer this year

APPROXIMATELY

880

men **will die** from prostate cancer this year

The **3rd** most probable cause of **death from cancer**

With a probability of **1 in 28**

40%

of prostate cancer cases are **diagnosed** in men

ages 60 to 69

2nd
colorectal

1st
lungs

3rd
prostate

A FEW WORDS ABOUT PROCURE

TRUE ACHIEVEMENTS

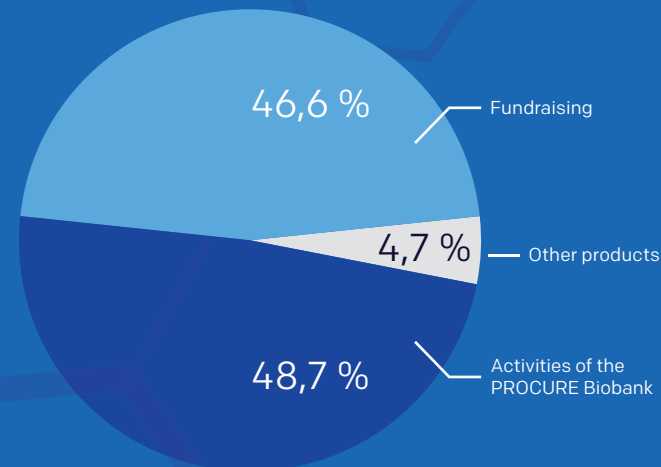
Since 2003, with the support of its partners and loyal employees, PROCURE has:

- invested \$4.6 million in research on prostate cancer through its biobank
- responded to over 5,000 calls and emails from men with prostate cancer and their families
- organized more than 300 speaking events about the disease, the importance of its detection and its treatment in Quebec

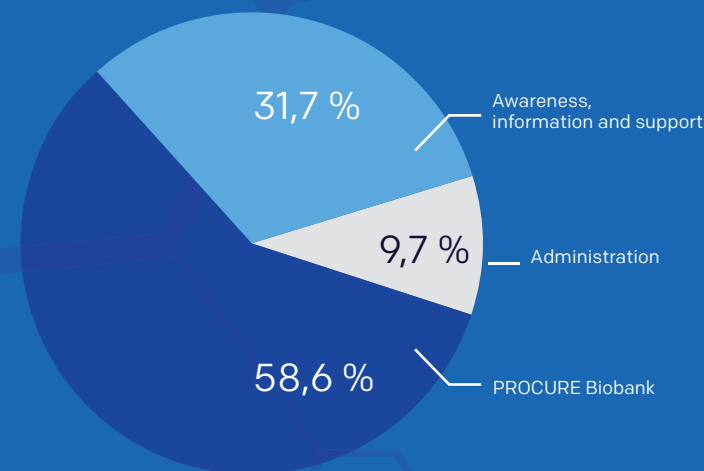
HIGHLIGHTS IN 2014

- Bowvember awareness campaign with the elegant bow tie
- Official recognition by the National Assembly of November 19 as *Quebec's Prostate Cancer Awareness Day*
- Free access to health professionals through our 24|7 support line
- PROCURE's support through our *7 ways to help you*
- Over 4,100 samples of high quality biological tissues being used for two pilot projects, one in Quebec on new markers of recurrence and another at the US National Human Genome Research Institute on the characterization and full analysis of the prostate cancer genome
- \$2 million raised through donations
- Support from our generous donors and large foundations

WHERE DOES THE MONEY COME FROM?



WHERE DOES THE MONEY GO?



MESSAGE FROM THE CHAIRMAN

2014 WAS AN INCREDIBLE YEAR – THANKS TO YOU!

It is with great pleasure that we present PROCURE's 2014 Annual Report. The year 2014 was truly memorable for us, with two exciting events: the Bowvember awareness raising campaign featuring the elegant bow tie, and the official recognition by the National Assembly of November 19 as *Quebec's Prostate Cancer Awareness Day*.

It appears obvious that the fight against prostate cancer has made huge strides in Quebec, and the bow tie now symbolizes this cause. PROCURE is heartened by our politicians' support for this cause.

A special thank you to our ambassadors and to the generous men who gave us their valuable support throughout the Bowvember campaign: the Montreal Canadiens' Brandon Prust, the Impact's Ignacio Piatti, the Alouettes' Marc-Olivier Brouillette, Montreal Mayor Denis Coderre, President of Montreal Impact Joey Saputo and President of the Alouettes Mark Weightman.

This resounding success is not solely due to us: it is also thanks to a community that has shown an outstanding commitment to fighting prostate cancer. That is why we are so grateful to all of them and to all those, men and women, who have supported us. Similarly, a huge thank you to our donors and ambassadors who have raised funds at various activities or special events, and to all the people who gave their time and energy to our cause in 2014.

Thanks to all of you, in 2014 we have surpassed – for the first time in ten years – the two million dollar mark of funds raised. We have been able to enhance our service

offering to patients, survivors and their relatives. Access to health care professionals through our toll-free support line and our *7 ways to help you* are telling examples.

This would not have been possible without the contribution of sponsors and the support of major donors, including the Marvyn Kussner Memorial Fund, the Lemaire Family Foundation, the Roasters Foundation, the Mirella and Lino Saputo Foundation, the Antonopoulos Group, Carolyn and Richard Renaud, as well as André Desmarais and Power Corporation. Their belief in research and their commitment over five years – since 2013 – mean that we can meet the needs of those receiving a prostate cancer diagnosis and their relatives.

The financial commitments to our investments in our biobank and various outreach, education and support programs now account for 90% of our annual expenses, of which over half goes to research. For every dollar we receive, 90 cents go directly to the fight against prostate cancer.

Our financial strength and our strong governance policies continue to meet the expectations of our partners and donors. These are also good practices that are crucial to the sustainability of our organization and to our succession planning.

It is with great pride that we closed the year 2014. We are grateful to everyone, the Board of Directors, Laurent and PROCURE team, for making a difference in the lives of men with prostate cancer.



A handwritten signature in black ink that reads "C. Bisson".

Cédric Bisson, Chairman of the Board PROCURE

MESSAGE FROM THE EXECUTIVE DIRECTOR

Each year, more than 4,600 Quebecers are diagnosed with prostate cancer, and it is on their behalf that PROCURE wants to raise people's awareness. Together, we can help these patients and support crucial research to prevent, detect and treat prostate cancer. While 2013 was rich in achievements, 2014 proved a turning point for us.

As a result of teamwork and tireless dedication on the part of our ambassadors, especially Gaspard Fauteux, PROCURE was delighted to see the National Assembly adopt a motion making November 19 *Quebec's Prostate Cancer Awareness Day*. Since everything has a meaning and nothing happens by chance, this motion fits perfectly with the first edition of our Bowvember campaign.

While 2013 was rich in achievements, 2014 proved a turning point for us. With the pretty bow tie designed by Jean Pagé, our spokesperson, and by the Quebec designer Luko Marion, November became the month when this gentlemen's adornment is featured and November 19 is now the day dedicated to prostate cancer – two birds with one stone, so to speak. In any event, a new annual event was born.

Financially, PROCURE reported revenues of \$2,161,263. We surpassed \$2 million in donations, and, as highlighted by Cédric Bisson, our investments now account for 90% of our annual expenditures, of which 58% goes directly to research. We also reduced our administrative expenses, which now account for less than 10% of revenues. In 2014, we wanted to reduce our administrative expenses and optimize our revenues. I am proud to say that we have succeeded.

With respect to research, the 2013 kick-off of its sample provision process allowed our biobank to provide some 4,100 high-quality biological samples to two pilot projects, one in Quebec on new markers of recurrence and the other at the US National Human Genome Research Institute dedicated to the characterization and analysis of the prostate cancer genome. To follow the progress of these research projects and more to come, we have created a website dedicated to the PROCURE Biobank (biobanque.procure.ca) and its partners. In addition to being internationally recognized by researchers and specialists in prostate cancer, we

now have an expert consultant whose mandate is to establish a five-year plan for the next phase of the biobank's development and sustainability.

With respect to information and support for men with prostate cancer, the contribution of our partners, urologists and teams in various PROCURE activities is crucial: our redesigned website, our toll-free 24|7 line, a new blog, a newsletter, a new YouTube channel and new publications, combined with an increased business presence, the fund-raising breakfasts in Sherbrooke, the FADOQ Fair and the annual conference of urologists. These examples show how much we can accomplish together.

Another telling sign of the need for information is the level of interest shown by those affected by prostate cancer at our two annual conferences broadcast live on the web with simultaneous interpretation. The topics ranged from sexuality to nutrition and physical exercise. These conferences, which attracted nearly 400 participants, featured urologists Lorne Aaron, Peter Chan, Louis Lacombe and Vincent Fradet, and Peter Tetreault, a cancer survivor.

In terms of support, we provide the opportunity to access health professionals via a simple telephone line, our *7 ways to help you* and a network of support groups. We have an ongoing commitment to offer several services in support of Quebecers diagnosed with prostate cancer. We will maintain our efforts and pursue our investments in those fields for the next several years.

The year 2014 was filled with successful activities. Our flagship events were the Tour of Courage, the Walk of Courage and Bowvember, and there were other events as described further in this report.

I must pay tribute to the extraordinary involvement of those who develop projects and organize fundraisers to support our cause: United against prostate cancer, the Lac-Saint-Jean women's race, Les Femmes de course, the Saint-Jean-sur-Richelieu Walk, the Bow Tie Affair, The Pro-Celebrity Golf Event with Simple Plan, the Vrai Défi de la Glace, the participation of Les Éleveurs de volailles du Québec, and so many more. We are deeply moved by such dedication!

In closing, such outcomes were made possible by all our joint efforts. I want to say THANK YOU. We are deeply grateful for your crucial support. Also thank you to the members of the Board of Directors and PROCURE employees for their professionalism and dedication.

I hope you will enjoy reading this report.



A stylized, handwritten signature in black ink, appearing to be 'L. Proulx'.

Laurent Proulx, Executive Director PROCURE







BOWVEMBER STEALS THE SHOW!



Campagne PROCURE 2014



#noeudvembre

200 000 \$
amassés
pour
PROCURE

36 millions
d'impressions
dans les médias
québécois

750 000
impressions
sur Facebook,
Twitter et Instagram

3 000
noeuds papillon
on: été vendus
en seulement 10 jours!

Motion adoptée par l'Assemblée nationale qui fait du 19 novembre
la Journée québécoise de sensibilisation au cancer de la prostate

MERCI POUR VOTRE SOUTIEN!

COMMITTED SPOKESMEN

THREE THOUSAND TIMES THANK YOU!

The year 2014 was a fabulous ride. During a meeting of the board of directors, following the annual evening organized by the Antonopoulos Group at the Hôtel Nelligan – where the guests all had to wear a bow tie – was born the idea of the Bowvember campaign and its elegant symbol.

We worked on the concept for a few months. First, we had to find a Quebec designer and a company that could make a large number of bow ties in Quebec. Enter stage Luko Marion, a young fashion designer who was part of the reality show *La Collection* on TVA. Then we had to decide on the number of bows to manufacture – 3,000 or 10,000? We settled on 3,000 out of foresight and to test the market. As a charity, we could not afford a merely middling success.

Then one summer morning, we met fashion designer Melanie Larivière and the makeup artists and hairdressers Evangelia Pavlakos and Amélie Thomas. After the photo session with photographer Sandrine Castellan, of the famous Shoot Studio, we started feeling excited with our prototype.

The idea of the bow tie and the Bowvember campaign gained momentum in November. Our ambassadors and employees were by then fully involved, politicians came on board and the top media also took notice including Salut Bonjour, RDS and TVA Sports.

On November 19, the bow ties were sold out, everybody in Quebec was talking about PROCURE and Quebec's *Prostate Cancer Awareness Day* was adopted by the National Assembly.

Proudly worn by men and – by women too in solidarity – the bow tie has become a symbol of the fight against this disease. What a fabulous adventure! A huge thank you to all of you for such a successful first edition of the Bowvember campaign. And remember we will have a new collection of PROCURE bow ties in 2015



Jean Pagé, Radio and television host, spokesman for PROCURE: The Force Against Prostate Cancer

GIVING YOURSELF A BOOST CAN MAKE A DIFFERENCE

When I was diagnosed in 2003, I pulled no punches but put all chances on my side. I first stopped smoking, I started exercising at the gym and I changed my diet: less alcohol and more green vegetables...

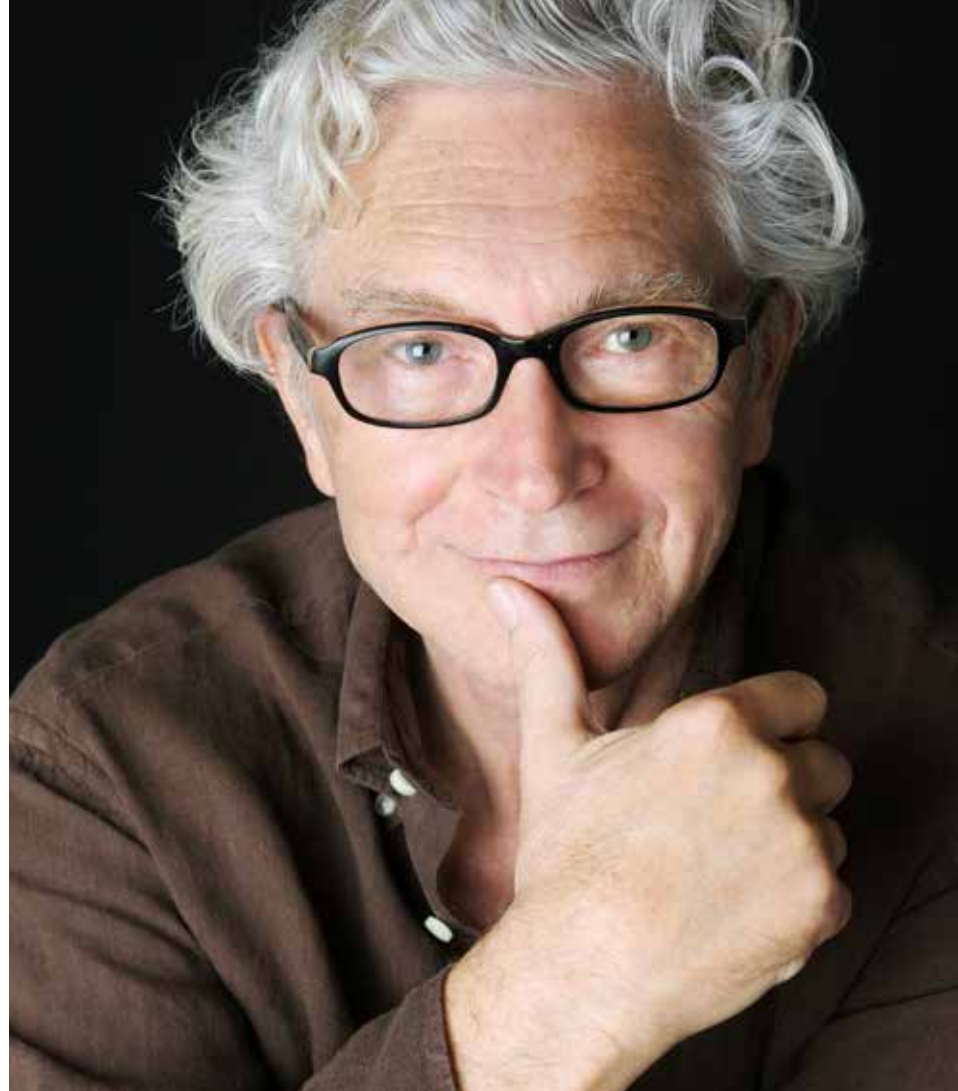
It is important to take charge, and to follow the necessary therapies. As you know, it takes fortitude and a loving partner to get through this kind of ordeal. My girlfriend at the time fully supported me in what I was doing. I underwent many therapies; this is perhaps why I can talk about it without embarrassment or discomfort today.

Even though I won a great victory after my relapse in 2006, I remain cautious, but confident nevertheless. I usually speak to women about this, since men often tend to push critical matters under the carpet.

I tell women to urge their spouses to undergo the required examinations. We must not kid ourselves: it's the only way to know if a prostate is healthy or not.

It is also necessary to raise awareness about this disease and educate people about the risk factors. In this sense, our outreach and information activities, wearing the Bowvember bow tie during the campaign and the establishment of November 19 as the day devoted to prostate cancer, these are all factors that may encourage men to take charge of their health in order to keep this disease at bay.

The best thing in life is to be comfortable in one's skin, body and soul. Giving yourself a boost can therefore make a difference.



Winston McQuade, Sponsor of the Cancer Patients and Survivors committee at the Coalition Priorité Cancer au Québec, broadcaster, artist and spokesman for PROCURE: The Force Against Prostate Cancer



THE BIOBANK OF HOPE

ONE MISSION • THREE PILLARS - RESEARCH

The PROCURE Biobank for prostate cancer in Quebec was created in 2007 to address an urgent need: the biomedical research field lacked proper tools to study this disease. The biobank is the outcome of a close collaboration forged between PROCURE and four university hospitals (CHUM, MUHC, CHUS, CHU de Québec), as well as the Fonds de recherche en santé du Québec.

As part of the global directory of biobanks, it is internationally known in the field of prostate cancer. Moreover, it is now listed with the Canadian Tissue Repository Network certification program. Please visit the biobank's new website (biobanque.procure.ca).

The PROCURE Biobank targets men with localized prostate cancer for whom surgical removal is proposed as a treatment. This helps provide researchers with samples that are as homogeneous as possible. A goal of 2,000 participants was set and achieved in 2012. The biobank has adopted some very high standards as well as extremely stringent operating policies and procedures in order to obtain high quality biological samples. As such, it starts collecting, processing and storing blood (and derivatives) and urine samples before surgery, as well as prostate tissue samples obtained during the resection.

In addition, the biobank collects comprehensive clinical patient data. Patients fill a questionnaire to provide researchers with crucial socio-demographic data. The biobank must regularly update the participants' clinical data and acquire new samples when patients see their urologist or, in case of relapse, when they consult with another specialist.

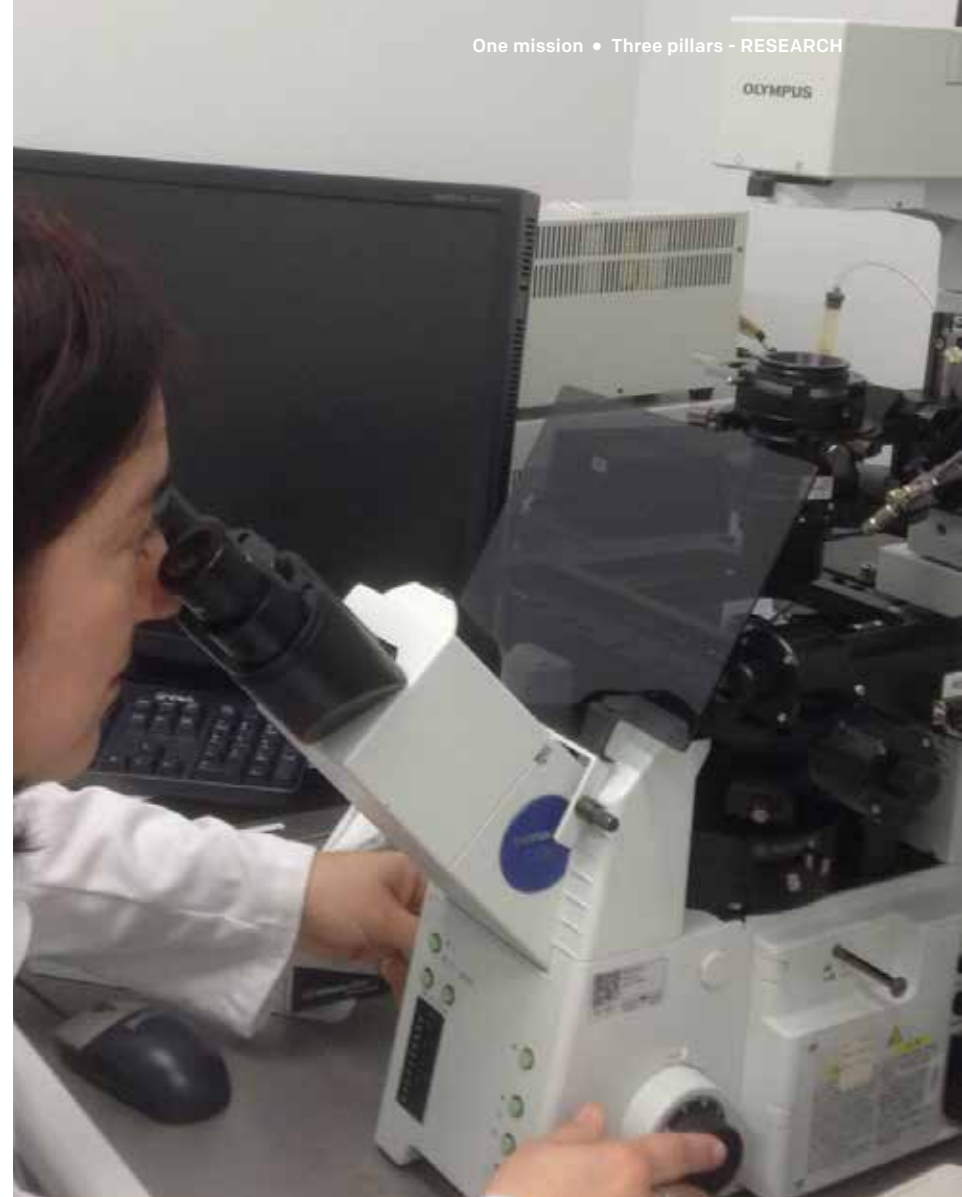
We are grateful to the 2,000 patients who have agreed to take part in this project and have generously provided biospecimens for future research projects. We currently have more than 40,000 samples (whole blood, plasma, serum, urine, DNA, RNA and prostate tissue) collected during prostatectomy or follow-up visits to the urologist. These patients' contribution is invaluable.



Thanks to the PROCURE Biobank, researchers can validate their findings because of the large number of participants and moreover because the same set of samples taken from one patient is available both before after surgery and, quite often, for many years in the future. Because of his great wealth, the biobank will be put to use for various large-scale research projects. To date, few biobanks devoted to prostate cancer can offer such comparisons.

The 2013 kick-off of its sample provision process allowed our biobank to provide some 4,100 high-quality biological samples to two pilot projects, one in Quebec on new markers of recurrence and the other at the US National Human Genome Research Institute dedicated to the characterization and analysis of the prostate cancer genome.

This full set of prospective data greatly increases the value of the PROCURE Biobank, which will in turn contribute to significant research projects. The ultimate objective of PROCURE is to ensure that the quality of care for men with prostate cancer is improved by this research.



THE PARTNERSHIP BIOBANK PROCURE/CANCER RESEARCH SOCIETY

In 2013, PROCURE and the Cancer Research Society created a partnership to better support our biobank. Valued at \$4.5 million over five years, this partnership will strengthen the gains made by the PROCURE Biobank and allow new research projects on prostate cancer. The Biobank PROCURE/Cancer Research Society Partnership was made possible through the support of major donors, such as:

- ∞ Marvyn Kussner Memorial Fund
- ∞ Fondation Famille Lemaire
- ∞ Fondation Roasters
- ∞ Fondation Mirella and Lino Saputo
- ∞ Groupe Antonopoulos
- ∞ Carolyn and Richard Renaud
- ∞ André Desmarais
- ∞ Power Corporation





PROCURE IN ACTION - OUR FLAGSHIP EVENTS



ONE MISSION • THREE PILLARS - OUTREACH

A BRAVE DEED FOR FATHER'S DAY!

You walked and you cycled, and you helped us raise over \$450,000 during the Father's Day weekend.

The PROCURE team is very happy to announce that the Walk and Tour of Courage 2014 met with resounding success thanks to your generosity and commitment. The spirit, solidarity and courage shown by all participants made for two exceptional events.

Such support is heart-warming for survivors of prostate cancer, their caregivers and their loved ones. Thank you to all.

CONGRATULATIONS TO PETER TETREAU, WINNER OF THE "FOUNDING PRESIDENT AWARD"

The Founding President Award, presented to a volunteer for an outstanding contribution to PROCURE, was awarded in 2014 to Peter Tetreault, head of the Brome-Missisquoi prostate cancer support and awareness group and a survivor himself. This award shows our appreciation for his generosity and dedication to our events and objectives.

A CRITICAL SUPPORT

We thank our 2014 Honorary Presidents, Mayor Denis Coderre for the Walk of Courage, and Éric Desjardins, former Montreal Canadiens defenseman, for the Tour of Courage. We are grateful to our sponsors, suppliers and partners who played a crucial role in organizing both annual events. Our valued volunteers also deserve our gratitude.



Peter Tetreault with Joanne Kussner, daughter of PROCURE founder Marvin Kussner, and Father John Walsh, founder of the PROCURE Walk of Courage

A WALK TO CELEBRATE LIFE

THE WALK OF COURAGE PROCURE

When they created this event, Father John Walsh, Robin Burns and Jean Pagé had no inkling of how important it would become.

Imagine hundreds of participants and volunteers, all united in the fight against prostate cancer, and who manage to raise over two million dollars in eight years, said cofounders John Walsh, Robin Burns and Jean Pagé. That's what solidarity is all about!

Each year, the PROCURE Walk of Courage helps Quebecers better understand the disease and its treatment. Screening is the best way to prevent the onset or progression of cancerous tumours. Raising awareness among men and their families is paramount.

At last, an event for men's health, said PROCURE spokesman Jean Pagé, a founder of the Walk and well-known sports broadcaster. This cancer kills the most men in Quebec and is the most prevalent form of cancer in men, but recovery is possible with early intervention.

I accepted the honorary presidency of the 8th edition of the Walk of Courage because I believe in this cause, said Montreal mayor Denis Coderre. This is why I walked with you and, hopefully, made a small contribution to the fight against prostate cancer and the promotion of men's health.



A MEMORABLE DAY UNDER A BRIGHT SUN

On behalf of the founding members of the Walk and PROCURE team, thank you for having come out in such large numbers at the Walk of Courage 2014 and for supporting men with prostate cancer and their loved ones. Over 500 of you walked in the idyllic setting of Parc Jean-Drapeau. Our resounding success is due to people like Denis Coderre and sports stars such as members of the Montreal Impact and its Academy, those of the Alouettes Cheerleaders, and the Tac-Tik and Touché mascots. We are most grateful to them.



CYCLING FOR A CAUSE

LE TOUR DU COURAGE PROCURE

With unwavering determination, over 200 cyclists faced the 5th edition of the PROCURE Tour du Courage. This was a huge sporting challenge, as the race was spread over two days: a prologue and mountain stage in the Laurentians – Le Nordet trail, Lake Superior/Saint-Donat – and a Team Time Trial stage on the Circuit Gilles Villeneuve in Montreal.

We congratulate all the teams that took part in the Tour du Courage and turned it yet again into a major event.

The idea of the PROCURE Tour du Courage was born from the desire to educate men about prostate cancer through a major cycling event. The goal of each participant is indeed to encourage men with prostate cancer to face their very own challenge, said Laurent Proulx, PROCURE's Executive Director and instigator of the Tour du Courage in 2010. As a survivor of prostate cancer, it always makes me very emotional to see so much solidarity.



EXCEPTIONAL TEAMS FOR PROCURE TOUR DU COURAGE

Congratulations to the winning team of the Tour du Courage Cup (TDC) and to the Top 6 fundraising teams in 2014. The TDC Cup is awarded to the team that raised the most funds for PROCURE. This year, it was earned by Team Construction Cogela Inc., including cyclists Philippe Boursier, Pierre Dufour, Stephen Gauthier, Louis-Joseph Papineau, Lucie Rochon, Pierre Tessier, Charles Warren and team captain Marc Lavoie.

The Top 6 fundraisers were the following teams:

- ☞ Construction Cogela Inc.
- ☞ Sotramont-Novabrik-Desjardins-Kronobar
- ☞ Équipe LMT 2014
- ☞ Les Architectes
- ☞ Les Évadés 1
- ☞ URO UdeM



The captains of the Top 6 fundraising teams: from left to right, Eric Desjardins, honorary president, Michel Beaulieu (Les Évadés 1), Louis Potvin (Équipe LMT 2014), Carl Simon Valiquette (URO UdeM), Marc Lavoie (Construction Cogela Inc., winner of the TDC Cup), Clément Bastien (Les Architectes) and Simon Gauthier (Sotramont-Novabrik-Desjardins-Kronobar).

SUPPORT OUR MEN. WEAR THE BOW TIE.

PROCURE 2014 Campaign

Bowvember

The first edition of the Bowvember campaign, during the fall of 2014, met with a huge success. Many personalities were involved in this operation, and rightfully so. Compared with breast cancer, prostate cancer lags far behind in amounts raised for research, so this new movement is very important for men who are affected by this disease and their families.

AN ANNUAL APPOINTMENT WITH OUR AMBASSADORS... AND YOU!

We are very grateful to all of you for such an outstanding first experience. At least 3,000 of our beautiful bow ties were sold in just 10 days – quite an achievement! A very special thank you to Luko Marion, the designer and stylist, and to Jean Pagé, our spokesman, for their involvement at all times. We are also indebted to our ambassadors and to those who supported us throughout the campaign. They include Brandon Prust, Montreal Canadiens; Ignacio Piatti, Impact; Marc-Olivier Brouillette, Alouettes; Montreal Mayor Denis Coderre; Impact President Joey Saputo; and Alouettes President Mark Weightman,

By its impact, the campaign turned the classic bow tie into the new emblem of the fight against prostate cancer. You can buy one for \$35 at bowvember.ca.



WHAT THEY SAID

To express their solidarity, all Quebecers should join the Bowvember movement by wearing the PROCURE bow tie on November 19, said Brandon Prust, of the Montreal Canadiens.

I am sure that social media can highlight this great initiative even more while educating Quebecers about prostate cancer, a disease that will affect one man in seven. Please share your selfies using the #bowvember hashtag and encourage your family to participate in the event, said Marc-Olivier Brouillette, of the Montreal Alouettes.

Ignacio Piatti, of the Impact, emphasizes the importance of public support in achieving the mission of PROCURE, the only organization in Quebec dedicated to the fight against prostate cancer. "I am delighted to be involved in a great cause that our president, Joey Saputo, has supported for many years," he said.

The bow tie is an essential part of my menswear collection, and being able to associate it with PROCURE's cause gives me a great feeling of taking part in something important that could have a positive impact on the lives of men with prostate cancer, said Luko Marion.

WINNER OF THE BOWVEMBER 2014 CONTEST

Congratulations to Daniel Sévigny, ArcelorMittal, winner of a VIP evening for 10 people in the environment of the Impact, the Alouettes and the Montreal Canadiens. Thank you to all participants, especially our partners, for the wonderful prize. Everyone will have the opportunity to try again in 2015. We will be back with a new PROCURE bow tie collection in November.



Luko Marion, Designer and Stylist, L'AUTRE COUTURE DE LUKO MARION





AMBASSADORS IN ACTION

OUTSTANDING AMBASSADORS

Through their involvement with and support for PROCURE, Marc Lavoie and Louis-Joseph Papineau are the standard bearers of courage and perseverance for survivors of prostate cancer. These long-time friends work in the same field – construction – and share a passion for downhill skiing and cycling. They became committed to our cause during the first edition of the PROCURE Tour du Courage in 2010.

Marc Lavoie, Founder and President of Construction Cogela, feels that corporations have a great role to play in the community and should support worthwhile causes.

I believe involvement is crucial because it mobilizes staff around shared goals. It makes everybody aware of what is most precious in our lives and of how we can make a difference for others, said Lavoie.

Construction Cogela has chosen the fight against prostate cancer. “It’s a sneaky disease that does not seem to cause much concern among men for some reason. Yet it is the most common cancer in men and often affects more than one family member. The reality is that we all have a father, grandfather, son or brother who might have to fight this disease at some point,” said Lavoie.

Louis-Joseph Papineau, Vice President of Proment Corporation, feels the same way.

I have not suffered from prostate cancer but I do have relatives who were affected by this disease. If my involvement in the Tour du Courage can help make a difference – however small – in the lives of others, then it has served its purpose. I did not hesitate one second when I was asked to take part in this adventure, said Papineau.

Marc and Louis-Joseph discovered PROCURE in 2010 thanks to mutual friend Pierre Donaldson. They formed a strong team with colleagues and friends who love cycling, and competed in the first edition of the PROCURE Tour du Courage. The argument for getting involved is a compelling one: to save lives. This is why the six members and captain of the Construction Cogela team have decided to compete in this event.

We’re lucky to have an inspiring team of generous donors and relatives who believe in us. But our greatest source of pride is that all these donations will go to a cause that is dear to us, said Marc Lavoie, captain of the Cogela Construction team.



Marc Lavoie, Founder and President,
Construction Cogela Inc.

Louis-Joseph Papineau, Vice President,
Development & Construction,
Proment Corporation

WINNER OF THE TOUR DU COURAGE CUP

Twice-winner of the Tour du Courage Cup, the Cogela Construction team has much to be proud of. With close to \$160,000 raised in five years for the fight against prostate cancer, the seven-member team is a twice-winner of the Tour du Courage Cup that is awarded to the team that has raised the most money in donations for PROCURE.

CONSTRUCTION COGELA

Founded in 1992, Construction Cogela Inc. specializes in the construction of commercial, institutional and industrial properties. Its excellent reputation is based on the experience, talent and complementarity of its employees, as well as the large scale of its projects.

PROMENT

Founded in 1965, Proment is a real estate developer known for its innovative residential projects that provide buyers with added value and great quality of life. The company's main assets are its team's experience, vision and commitment.



Construction Cogela Team: left to right, Charles Warren, Marc Lavoie, Pierre Tessier, Louis-Joseph Papineau, Lucie Rochon, Pierre Dufour, Stephen Gauthier, Philippe Boursier.

STRONG HEADS, STRONG HEARTS

Twin sisters Denise and Diane Marcoux are very well known in Roberval for their business ventures and large-scale events. In 2013 they opened Port d'Attache, a trendy restaurant, to bring a fresh perspective and energize their surroundings. Their entrepreneurship paid off, with great customer satisfaction ratings and positive feedback on websites such as TripAdvisor. "We really wanted for people to be able to sit down before the most beautiful lake in Quebec and enjoy a great meal. Conditions here are very conducive to success," said Denise.

The Marcoux sisters met a double challenge: gastronomy and success. But they were still restless. Denise had in mind a unique sporting event, "Les Femmes de course." During this 24-hour event, 50 women race in turns over 260 km, circling the Lac-Saint-Jean, in order to raise funds for PROCURE.

Obviously, we do not have a prostate! But it is a very worthwhile cause. We often hear about fundraising for breast cancer, but rarely for prostate cancer. We decided to get involved and create an event accessible to all women, and we really believe that this could become a tradition over the next few years, said Denise.

Since 2012, rain or shine, these brave women start off on a September morning, and at the end of the day they are welcomed at the finish line by hundreds of relatives, friends and supporters. Each time, they feel they have won two victories, both by overcoming a gruelling challenge and by raising funds for an important cause: fighting prostate cancer, a disease that may one day affect – or might indeed have already affected – the men in their lives.

With my sister Denise, we have been raising funds for the past three years in favour of a cause that concerns our men and that is therefore dear to our hearts. For such projects, Denise and I are never far away from each other, added Diane.



Denise and Diane Marcoux, Co-Founders of Port d'Attache, a Roberval trendy restaurant, and the annual event, Les Femmes de course

SIXTY OUTSTANDING WOMEN

In September 2014, under the honorary presidency of sports broadcaster Jean Pagé, Les Femmes de course raised over \$41,750 during the 3rd edition of the Tour du Lac for prostate cancer and for the Havre du Lac-Saint-Jean. With over \$78,000 raised and a total of 760 km in three years, it is easy to understand why this event is so unique.

PORT D'ATTACHE

The Marcoux sisters have the support of an enthusiastic and experienced team. “Our chef, Michel Aubin, knows how to combine novel flavours beautifully. In addition to our special events such as dinner on the lake, we offer a great menu and high-quality service. It’s a winning recipe, as shown by TripAdvisor’s nomination of our restaurant as one of the best in the area. Our customers’ satisfaction is the best proof,” said the sisters.



Every year we are pleasantly surprised by the events organized by volunteers to support PROCURE. We now consider them to be our PROCURE ambassadors, and we want them to know how grateful we are.

We would like to thank all the individuals and businesses who support PROCURE in fighting prostate cancer.

Ambassador-organized events	Place	Date	A special THANK YOU
A Bowtie Affair	Hôtel Nelligan, Montreal	November	Groupe Antonopoulos
I Walk for PROCURE	Saint-Jean-sur-Richelieu	November	André Vidal, Pierre Lussier, and the organizing committee
Cascades 2014 Moustache Challenge	Kingsey Falls	November	Kevin Doucet, Maxime Rodriguez and Sylvain Bernier
Les Femmes de course	Lac-Saint-Jean	September	Denise and Diane Marcoux, and the organizing committee
The Real Ice Challenge	Sherbrooke	September	Steve Stickles, Claude Leclair, André Deboer, JocelynThibault, Groupe Hockeyover45 and the leaders of the Belley company
The Golf Tournament PROCURE	Nuns' Island	September	Marc Lachapelle and Hugo Laramée
The Pro-Celebrity Golf Event	Île-Bizard	August	Multi Concepts Média and the organizing committee
The Golf Tournament LKQ Pintendre Auto	Beloeil	June	Luc Dupont-Hébert, Multi Concepts Média, and Sylvain Lavallée
The Cycling Tour of Victoriaville	Victoriaville	June	Dave Harris
The Golf Tournament Entre Amis	La Prairie	May	Sylvain Groulx and Pierre Bonnetterre
Le Dindon du Québec supports PROCURE	Montreal	April	Les Éleveurs de volailles du Québec



EDUCATION AND SUPPORT

ONE MISSION • THREE PILLARS - EDUCATION AND SUPPORT

ACCESSIBLE HEALTH PRACTITIONERS AND SERVICES

A cancer diagnostic usually gives rise to a wide range of emotions and uncertainties while forcing those affected to make some decisions. This is why we offer a full range of regularly updated information that can be read, seen and downloaded from our website, procure.ca.

Health professionals, prostate cancer survivors and members of our support group are always available to listen, answer questions and inspire renewed courage. All of our services are offered free of charge in English and French.

One of our priorities is to reach Quebecers who are diagnosed with prostate cancer, with 4,600 newly diagnosed cases each year. There seven good reasons to use PROCURE's support services. Help is available, and there are very good reasons to remain hopeful.

OUR SEVEN WAYS TO HELP

- ☞ Access to health professionals using a toll-free number available 24|7
- ☞ Our procure.ca website, containing all the information you may require
- ☞ Our Lets talk prostate! current affairs blog
- ☞ Our PROaction! newsletter
- ☞ Our free book and new publications to better inform you
- ☞ Our public conferences and survivors' testimonials
- ☞ Our education and support groups



VOUS AVEZ DES QUESTIONS?

CONTACTEZ
NOTRE LIGNE SANS FRAIS 24|7
1 855 899-2873

**PARLEZ
À UN DE NOS PROFESSIONNELS
DE LA SANTÉ**

1 HOMME SUR 7 RECEVRA UN DIAGNOSTIC DE CANCER DE LA PROSTATE



**BESOIN DE SOUTIEN? COURAGE!
NOUS SOMMES LÀ POUR VOUS!**

OUR CONFERENCES: AN OBVIOUS NEED FOR INFORMATION

A very telling indicator is the number of people affected by prostate cancer who attended both of our annual conferences broadcast live on the web with simultaneous translation.

The many topics related to prostate cancer – sex, nutrition, physical exercise, novel treatments, management of side effects – drew close to 400 participants in 2014. We are grateful to urologists Lorne Aaron, Peter Chan, Louis Lacombe and Vincent Fradet for their compassionate and hope-inspiring presentations.

We also thank Jean Pagé and Peter Tetreault for their heart-warming testimonials. We are indebted to the Brome-Missisquoi support group for broadcasting the conferences locally.

Each year, PROCURE organizes two information conferences, one in Montreal (April) and the other in Quebec City (October). They are broadcast live on our website with simultaneous translation and can also be seen on our YouTube channel in the comfort of your home and the language of your choice.

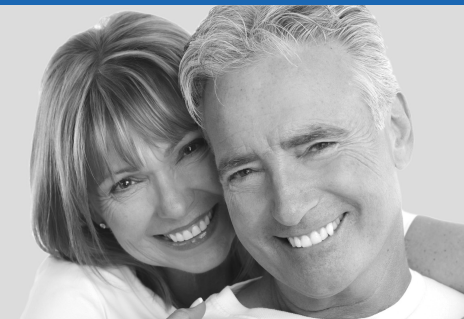
UNITED AGAINST PROSTATE CANCER WITH PIERRE LAVOIE

Spurred by the United against prostate cancer committee, the annual fundraising breakfast in Sherbrooke aims at promoting men's health by fighting this disease. In 2014, over 100 people attended this event with the title *Osez sortir de votre confort pour réaliser de grands défis!* Honorary president was Alain Lemaire, Executive Chairman of the Board of Directors and Governor of PROCURE, and guest speaker was Pierre Lavoie. This event made it possible to raise over \$27,000. Our thanks to the organizing committee and volunteers for this great success.

Conference series **PROCURE**
 Halte au cancer de la prostate
 The Force Against Prostate Cancer

**Reclaiming your life
 after prostate cancer...**

A matter for the couple!



Monday, April 28, 2014, 7 pm - 9 pm

Conference series **PROCURE**
 Halte au cancer de la prostate
 The Force Against Prostate Cancer

**Nutrition, exercise and
 prostate cancer...**

Why? When? How?



Tuesday, October 28, 2014, 7 pm - 9 pm

OUR VIDEOS OF COURAGE 

A cancer diagnosis often brings with it a full range of emotions and uncertainties, forcing you to make choices. As such, it is sometimes useful to learn how other people have managed to cope with this disease. Feel free to check out the new PROCURE YouTube channel which features all of our videos – conferences, testimonials, TV interviews and promotional videos advertising our events – from the comfort of your home.

OUR FREE BOOK – “PROSTATE CANCER – UNDERSTAND THE DISEASE AND ITS TREATMENT”

Full of great information and written by leading experts in prostate cancer, this 206-page book is available free of charge upon request. Contact us for a copy in English or in French.

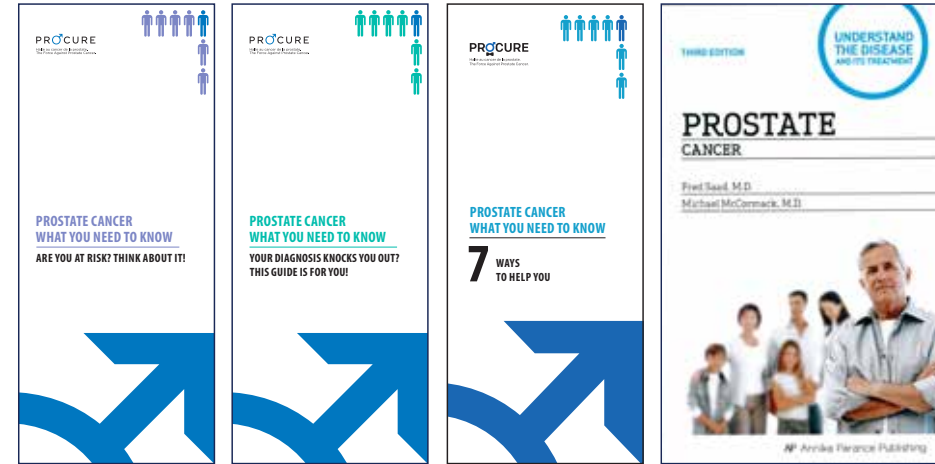
OUR NETWORK OF PROSTATE CANCER SUPPORT AND AWARENESS GROUPS

The PROCURE Prostate Cancer Support and Awareness Network aims at providing easily accessible information and services that are available free of charge. The network also gives a significant support to survivors and their families through support and education groups in their communities. To find your local support group, please visit our website at procure.ca or call 1 855 899-2873.

PROCURE ON REQUEST

The year 2014 was quite a busy one. PROCURE took part in about ten events in companies and CLSCs and at congresses, symposia and special clinics such as the *Men’s Wellness Day* organized by urologists at the MUHC.

Are you planning an educational activity about prostate cancer? Please do not hesitate to contact us at 1 855 899-7823 or info@procure.ca to inquire about the availability of our speakers or booth.





FINANCIAL RESULTS

MESSAGE FROM THE TREASURER

By earning total revenues of \$2,161,263 in 2014, PROCURE had its best performance in the past ten years. This success is owed to our generous donors and loyal partners who are actively involved, year after year, in generating hope. We take this opportunity to thank them warmly.

This outstanding result made it possible for PROCURE to offer programs and services that meet the needs of people affected by prostate cancer and to support a crucial research tool, the PROCURE Biobank.

In 2013 PROCURE and the Cancer Research Society concluded a partnership agreement and set up a fund for the management and financing of our biobank. During the year ended December 31, 2014, PROCURE's Board of Directors decided to allocate \$450,000 to this fund to better support and sustain prostate cancer research.

We strive to exercise good judgment and caution in seeking a balance between the management of our financial resources and those costs that are required to fulfill our mission. Our efforts have made it possible to reduce our administrative costs by 4% compared to 2013, and they now total 9.7% of our reported revenues. For every dollar given to PROCURE, 90 cents go directly to support the fight against prostate cancer. This is a good indicator of our sound financial health.

We are pleased to present data from PROCURE's financial statements for the year ended December 31, 2014 as well as comparative results for the previous fiscal year. Our financial statements have been prepared in accordance with the Canadian Accounting Standards for Not-for-Profit Organizations (ASNPO).

On behalf of all those affected by prostate cancer, thank you for your generosity.



A handwritten signature in blue ink that reads "Pierre Vallerand". The signature is written in a cursive, flowing style.

Pierre Vallerand, Treasurer PROCURE

INDEPENDENT AUDITOR'S REPORT

AUX TO THE DIRECTORS OF PROCURE ALLIANCE

We have audited the accompanying financial statements of the organization PROCURE ALLIANCE, which comprise the balance sheet as at December 31, 2014, and the statements of income, changes in net assets and the cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

MANAGEMENT'S RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

AUDITOR'S RESPONSIBILITY

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion with reserve.

BASIS OF OPINION WITH RESERVE

In common with many not-for-profit organizations, PROCURE ALLIANCE derives revenue from fundraising activities, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our audit of these revenues was limited to amounts recorded in the records and we could not determine if any adjustments might be necessary to the amounts of donations received, net results, the assets and net assets.

OPINION WITH RESERVE

In our opinion, except for the effects of the matter described in the "Basis of opinion with reserve", these financial statements present fairly, in all material respects, the financial position of PROCURE ALLIANCE as at December 31, 2014, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

By Chantal Longtin CPA auditor, CA, Saint-Eustache, May 5, 2015



Chantal Longtin Inc.

NOTE

The financial statements of the prior year were audited by other auditors.

INCOME STATEMENT

For the period ended December 31, 2014

REVENUES

Fundraising activities

Donations from individuals	\$345,861	\$434,462
Donations from companies	\$516,190	\$523,128
Sponsorships	\$145,500	\$152,450

\$1,007,551 **\$1,110,040**

Biobank activities

Biobank revenues	\$766,763	\$472,020
Contributions related - sample sharing	\$284,760	\$211,299

\$1,051,523 **\$683,319**

Other revenues

Promotional items	\$93,282	\$3,808
Gain on settlement of debt	--	\$63,578
Investment income	\$8,907	\$4,726

\$102,189 **\$72,112**

Total revenues **\$2,161,263** **\$1,865,471**

EXPENSES

Awareness, education and support programs	\$609,108	\$456,371
Biobank	\$1,127,331	\$924,106
Administrative	\$186,543	\$216,495

Total expenses **\$1,922,982** **\$1,596,972**

Excess of revenues over expenses

\$238,281 **\$268,499**

Changes in net assets, beginning of year

\$826,181 **\$557,682**

Transfer to restricted net assets

(\$450,000) **--**

Changes in resources, unrestricted, end of year

\$614,462 **\$826,181**

BALANCE SHEET
as at December 31, 2014

	2014	2013
ASSETS		
Short term		
Cash	\$517,512	\$289,956
Short-term investments, rates varying between 1,15% and 1,47%	\$505,000	\$355,000
Accounts receivable	\$95,109	\$258,551
Prepaid expenses	\$13,062	\$7,337
	\$1,130,683	\$910,844
Fixed assets	\$4,507	\$691
	Total assets	\$1,135,190
		\$911,535
LIABILITIES		
Short term		
Accounts payable and accrued liabilities	\$30,358	\$80,194
Deferred contributions	\$40,370	\$5,160
	Total liabilities	\$70,728
		\$85,354
NET ASSETS		
Restricted net assets	\$450,000	--
Unrestricted	\$614,462	\$826,181
	\$1,064,462	\$826,181
	Total liabilities and net assets	\$1,135,190
		\$911,535





THANKS TO ALL OF YOU

We want to express our gratitude to our donors, ambassadors, business partners and all those who supported us in 2014, enabling us to attain our goals. None of our achievements would have been possible without them. Their contribution will remain just as necessary in the coming years.

THANKS TO OUR DONORS

PROCURE is deeply indebted to those individuals, businesses, foundations and service clubs that have shown their support to our cause by donating \$1,000 or more in 2014. Thank you for making sure our awareness raising programs and services remain sustainable and for believing in our mission.

\$25,000 \$ and more

Cancer Research Society
Fondation de la Famille Lemaire
Fondation Mirella & Lino Saputo
Fondation Roasters
Jarislowsky Foundation
Marvyn Kussner Memorial Fund

\$10,000 to \$25,000

Agence de communication Youville Inc.
Fondation Carmie and Joey Saputo
Fondation Norman Fortier
Groupe Geysler
Jeff Segel Consulting Fund

\$5,000 to \$10,000

39991920 Canada Inc.
Abe Stern Family Foundation
Chastell Foundation
Dorel Industries

Fondation Sybylla Hesse
Herschel Segal Family Foundation
Jean Pagé
Montreal General Foundation
Sotramont Inc.
Steve Madden Canada

\$1,000 to \$5,000

157209 Canada Inc.
92098 Canada Inc.
A & R Belley Inc.
Adam Turner
Alain Bédard
Alexandre Lajoie
Alouettes de Montréal
Alycia Adams
Amélia and Lino Jr. Saputo
Association Bienfaisance des Employés Kruger
Azrieli Foundation
Banque Scotia
Beaconsfield Oldtimers Hockey Association
Blema & Arnold Steinberg Family Foundation
Brecks International Inc.
Cabinet de relations publiques National
Camdi Design Inc.
Carrosserie Châteauguay
Carrosserie d'auto Fix Montréal ouest
Cascades Canada
Centraide du Grand Montréal
Centre de Collision des Concessionnaires Affiliés de Shawinigan Inc.
Centre de Collision St-Jean Pierre Godin & Fils
Centre hospitalier universitaire de Sherbrooke
Céramique A. Pilot & Fils
Chevaliers de Colomb Conseil 1813
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Constructions L.J.P. Ltée
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Dmax Express Inc.
Dominique Rebello
Elena Borsellino
Emballages C & C Inc.
Eric Desjardins
Espace Condo Bleu Marée Inc.
Exp Services Inc.
Fidelity Investments Canada
Fondation communautaire juive de Montréal
Fondation Divco
Free 2 Play LP
Garage Raoul Rivest et Fils Inc.
Garantie Qualité Habitation du Québec Inc.
Gestion Marcel Gagné Inc.
Gestion Rétabec Inc.
Gewurz Family Foundation
Gicleurs Acme Ltée
Global Excel Management Inc.
Groupe Denis Barriault Inc.
Groupe Jean Coutu (PJC) Inc.
Groupe Lessard Inc.
Groupe LMT Inc.
Groupe LPC
Groupe Rivest Carexpert L'Assomption
Guy Beauregard
Hôtel Espresso
Jacques Ricard
Jean Richard
Jean Tremblay
Joelle Berdugo-Adler

Jonathan Wener
Joseph Basmaji
Laboratoire J. Slawner Ltée
Le Clan Panneton (1983) Inc.
Ligue de Futsal 5 Étoiles
Louis Potvin
Louis-Philippe Carrière
Luc Valiquette
Maison Mitsubishi Roberval
Martin Bellefeuille
Martin Laflamme
Mathieu Leblanc
Michael Fortier
Michael Rosenfeld
Michel Carmel
Montreal General Hospital Foundation
Morris Shiveck
O.A.C.I.Q
Omar Benidir
Papiers de Publication Kruger Inc.
Pfizer Canada Inc.
Pierre Moreau
Pneus Métro Inc.
Pointe Claire Oldtimers Hockey Club
Pomerleau Inc.
RBC Foundation
Reitman's (Canada) Limited
Robert Gaudreau
Robert Roy
Sheila R. Kussner
Sintra Inc.
Société des médecins de l'Université
de Sherbrooke
Stéphane Laporte
Stéphane Murray

Sublette Inc.
Systèmes Intérieurs Bernard MNJ &
Associés Inc.
The Montreal General Foundation
Trefflé Michaud
TVA productions II Inc.
Xérox Canada Ltd.
Yves Tremblay

THANKS TO OUR AMBASSADORS

Each and every year, men and women work to raise awareness about the reality of prostate cancer by organizing their own fundraising activities for PROCURE, or by participating in our annual events. We call them our ambassadors, and we thank them for their support and dedication. Here is the list of those who raised \$500 or more in 2014.

Alan MacIntosh
Alycia Adams
Andrew Adessky
Anna Mihaltchev
ArcelorMittal Mines Canada
Armen Aprikian
Association des urologues du Québec
Benoit Laforest
Benoît Pouliot
Bernard Denault
Bernie Praw
Bruno Des Rosiers
Carl Simon Valiquette
Cédric Bisson
Charles Pitre

Clément Bastien
Daniel Normandeau
Davie Collier
Dominic Filteau
Éric Belley
Éric Bergevin
Éric Cossette
Éric Desjardins
Éric Wiseman
Ferme Guyon
François Duchesne
François Grenon
François Préfontaine
Fred Saad
Gaspard Fauteux
Groupe de soutien et de sensibilisation
au cancer de la prostate de Brome-
Missisquoi
Guy Motard
Harold Stotland
Harry Rosen Inc.
Hugo Lépine
James April
Jean Bisson
Jean Richard
Jean-François Michaud
Jean-Luc Dion
Jean-Pierre Langlois
Joey Saputo
Josée Garneau
Julien Dorais
Julien G. Proulx
Julien Letendre
Larry Dufresne
Laurent Proulx

L'Ordre des Gens d'Affaires du Québec
Lorne Bienstock
Louis Potvin
Louis-Joseph Papineau
Luc Dupont-Hébert
Luc Janson
Luc Turcot
Marc-André Roy
Marc Bonin
Marc Bovet Inc.
Marc Lavoie
Marc Yedid
Marco Savoie
Marie Trudelle
Marie-Josée Lemaire
Mario Robillard
Mathieu Doyon
Mathieu Leblanc
Maxime Gimmig
Michel Beaulieu
Michel Simard
Nathalie Pronovost
Patrick Fréchette
Paul Matte
Philio Belec
Philippe Boursier
Pierre Donaldson
Pierre Dufour
Pierre Marin
Pierre Martin
Pierre Vallerand
René Lehoux
Ric De Palma
Robert LaPierre
Robert Martin

Robin Burns
Sam Segal
Sammie-Line Rompré
Sergio Marrone
Shaun Ellis
Simon Martin
Stéfan Bodnar
Stéphane Desrochers
Stéphane Séguin
Stephen Gauthier
Steven Lanthier
Unis contre le cancer de la prostate
Vincent Francoeur
Warren Levine
Yanick Gaudet
Yves-André Bureau

THANKS TO OUR PARTNERS

We thank our funding partners and the institutions and companies that have chosen to support our cause. Their generous contributions allow us to plan for the future.

Agence de Communication Youville Inc.
Astellas Pharma Canada Inc.
Bicycles Quilicot
Broken 7
Cannondale Sports Unlimited
Impact de Montréal
Industries Lassonde Inc.
Janssen Inc.
Le Canadien de Montréal
Le Groupe Jean Coutu (PJC) Inc.
Le Dindon du Québec
Les Alouettes de Montréal
Metro Inc.
Sanofi Canada
Saputo
Shoot Studio
Sports Chrono 2013 Inc.
Studio Powerwatts Nord
Sugoi
Technicomm

THANKS TO OUR VOLUNTEERS

Our gratitude to all our volunteers for the time, energy and passion they dedicate to our cause. Thank you for your tireless efforts! Your involvement makes a real difference for those affected by prostate cancer and inspires us.

Anna Mihaltchev
Ann Tardif
Atanas Mihaltchev
Benoit Prieur
Camille Garneau-Proulx
Carole Boyer
Carole Simard
Catherine Roch-Hansen
Catherine Seferovic
Céline Pelletier
Chayer Lise
Daniel Beaulieu
Daniel Cournoyer
David Cotes
Dany Paradis
Denis Lemaire
Denise Guitard
Dominique Dunn
Dylan Speak
Edouard Le Marchand
Emilie Gauthier
François Lemaire
Gaspard Fauteux
Ghislain Lapointe
Hadjira Mezache
Isabelle Rathé
Kaitlin Gong

Katia Navratil
Kha Gia Quach
Kim Rousseau
Lars Hansen
Laurence Le Maigat
Léha Thai
Lilian Mihaltchev
Liliane Proulx Nadon
Lynda Paradis
Lyne DesCormiers
Marie-Christine Roch-Hansen
Marion Le Marchand
Nathalie Drolet
Olivier Garneau-Proulx
Oscar Ledon
Paquin Marco
Pedro Valdez
Philippe Le Marchand
Rachel Fortier
Sophie Casalini
Stéphanie Beaulieu
Stephanie Roch-Hansen
Suzanne Gasse
Tatiana Ifrah
Thanh Do
Thuy-An Mai-Vo
Wenwen Shi

ABOUT US

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Marvyn Kussner *

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PROCURE TEAM

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Marie-Christine Beauchemin
Ginette McKercher
Nicole Paradis
Maria Valkova

*deceased in June 2013

CONTACT INFORMATION

1320, Graham Blvd., Suite 110, Town of Mount-Royal, QC H3P 3C8 📞 1 855 899-2873 📧 info@procure.ca 🌐 procure.ca



BOWVEMBER 2015

PRO**CURE**

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