

2008 FUNDRAISING CAMPAIGN COMMITTEE

SPOKESPERSONS

Allana Damphousse
Vincent Damphousse
Member of Board

CAMPAIGN CHAIR

Luc Vilandré
Vice President
VP Business Development
TELUS Business Solutions
Member of Board

MEMBERS OF THE COMMITTEE

Erik C. Charton, SIOR
Senior Vice President
DTZ Barnicke Limited

Myron Cohen
Clothing Importer

Jean-Guy Emond
Executive Vice President
Sherbrooke School Board

Charles Garneau
Partner
Sales Performance International-Canada
Member of Board

Eric Lavoie
General Manager - Systems and Technology
Bell Canada
Member of Board

Eric Poirier
President
Plus-Com Marketing Inc.
Member of Board

Tony Proudfoot
Former player of the Alouettes
Radio Sports/Broadcaster
Diagnosed with ALS in '07

CELEBRITY SOFTBALL GAME AND ALL-STAR COCKTAIL HONORARY COMMITTEE MEMBERS

Jean Bédard
CEO and president
Sportscene Inc.

Pierre Boivin
President
Club de hockey Canadien and Bell Centre

Stephen Bronfman
Chairman
Claridge Inc. & President, SRB Fondation

Gerry Frappier
President, RDS

Bruce Hills
CEO & President
Just for Laughs

Eugène Lapierre
Vice President, Quebec Professional Tennis
and Tournament Director (MTI), Coupe Rogers,
Tennis Canada

Cookie Lazarus
Attorney, Lazarus Charbonneau

Andy Nulman
President & Chief Marketing Officer
Airborne Entertainment

Patrick Roy
President
Alliance Atlantis VivaFilm

François Rozon
President, Management Encore

Joey Saputo
President, Montreal Impact Soccer

Larry Smith
President and Chief Executive Officer Montreal
Alouettes

Donald Tarlton
Chairman, Donald K Donald
Entertainment Group



SOCIÉTÉ DE LA SCLÉROSE LATÉRALE AMYOTROPHIQUE DU QUÉBEC
AMYOTROPHIC LATERAL SCLEROSIS SOCIETY OF QUEBEC

TEAM GROWS IN THE FIGHT AGAINST LOU GEHRIG'S DISEASE

TONY PROUDFOOT ADDED TO ROSTER WITH VINCENT AND ALLANA DAMPHOUSSE

ALL-STAR WEEKEND TO BENEFIT ALS

(Montreal) April 24, 2008 The All Star Celebrity Weekend is only 7 weeks away and **Vincent and Allana Damphousse** have once again stepped up to the plate as official spokespersons of The ALS Society of Quebec. Joining Vincent and Allana is Alouettes player and broadcaster, **Tony Proudfoot**, who was diagnosed with ALS last summer. The Tony Proudfoot Fund will kick-off The All-Star Weekend with the **All-Star Cocktail, co-chaired by Larry Smith** on Friday, June 13th. The **3rd Annual Celebrity Softball Game** in support of The ALS Society of Quebec will follow on Saturday, June 14th at **Jarry Park**.

The team behind the fight against ALS continues to grow as former **Montreal Expos Charlie Lea, Bill Stoneman, Warren Cromartie, Steve Rogers, Jim Fanning, Claude Raymond, Denis Boucher and Derek Aucoin** will join celebrities from Montreal's entertainment, business and professional sports teams and suit up for a weekend of enjoyment and memories while raising funds and awareness for ALS.

ALS attacks the body's motor neurons, and is fatal within an average of three to five years. As motor neurons are destroyed, persons with ALS lose their ability to walk, speak, swallow and breathe without affecting their intellectual capacity. They become prisoners within their own bodies.

"ALS is a devastating disease that affects the entire family emotionally, physically and financially. People and families living with ALS need information, resources, specialized equipment, support and eventually care 24/7. Vincent and I are committed to helping The Society fulfill its mission to ensure there is support throughout every stage of the illness while furthering research" said Allana Damphousse. Vincent Damphousse also announced that he has join the Board of Directors of The Society and that he will host a golf tournament on September 18 at Clublink's Islesmere Golf Club.

Other celebrities on the roster include: **Canadian Idol judge, Zack Werner** (whose father died of ALS), **Rodger Brulotte, Stephane Fiset, Pierre Vercheval, Denis Casavant, Marc Griffin, Bertrand Godin, Aaron Rand, Ron Piché, Youppi!** as well as players from the **Montreal Canadiens, Impact and Alouettes** who will be announced in the coming weeks.



ALS Society of Quebec

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SOCIÉTÉ DE LA SCLÉROSE LATÉRALE AMYOTROPHIQUE DU QUÉBEC
AMYOTROPHIC LATERAL SCLEROSIS SOCIETY OF QUEBEC

When Tony Proudfoot received the news of his diagnosis, he immediately faced it with his faith, strength and courage. Tony created the Tony Proudfoot Fund which helps support services for people afflicted with the disease at The Society and research on ALS at The Montreal Neurological Institute. The All-Star Cocktail is the first major event for the Fund. Tickets are \$175 and include an exclusive cocktail reception with the celebrities at the Just for Laughs Museum and two tickets to the ballgame. Tickets can be purchased by calling (514) 725-2653. “Tony’s tenacious approach to football is paralleled only with his fight for people living with ALS and his desire to find a cure” said Larry Smith, CEO of the Montreal Alouettes “we are privileged and honoured to join Tony and the ALS Society of Quebec in supporting this very worthy event and encourage everyone to come out and support this cause with us.”

As for the Celebrity Softball Game on June 14th, three thousand tickets (3000) are now available to the public for \$25 and \$15 for children 12 years old and under. Tickets can be purchased at all **Admission ticket outlets**, by phone at **514-790-1245** and the Internet at www.admission.com. An evening at the ball park with our Montreal heroes is a memorable father’s day gift and the gates will open at 5:30 p.m. with the pre-game ceremony beginning at 6:30 pm. Fans can meet with the stars and receive autographs after the seven inning game is complete.

“It is events like this that will help us raise much needed awareness and funds for ALS in Quebec. The more people that are aware, the stronger the Society will come, the more lives we can help,” explains **Lise Deschesnes**, President of the ALS Society of Quebec.

- 30 -

About The ALS Society of Quebec

The ALS Society of Quebec is a non-profit community organization whose mission is exclusively dedicated to the improvement of living conditions for people suffering from ALS and the support of their family members. Promoting and subsidizing medical research and advancing research on the causes, treatment, and cure of ALS are also integral parts of the mission of the Society, which survives on donations and on proceeds from various fundraising events. Visit the Society’s New Website at www.sla-quebec.ca for additional information.

For more information, please contact:

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