

PRESS RELEASE

PROCURE supports Movember throughout November

MONTREAL, November 1st, 2011 - PROCURE is proud to announce its support for the Movember 2011 campaign during the month of November.

Every year in November, Movember is responsible for the proliferation of moustaches on the faces of thousands of men around the planet. This international movement, which began in Australia, has rapidly spread across the world. Movember has set an objective of raising funds to support men's health, specifically in connection with prostate cancer. Movember's approach seeks to raise both awareness and funds for this cause.

PROCURE is the only charity in Quebec devoted entirely to prostate cancer. Its mission is to provide science and humanity with means to help prevent and cure prostate cancer. This is made possible through four components: awareness-raising, support, information and research in Quebec's four university hospital centers. Moreover, PROCURE organizes activities throughout the year all over Quebec aimed at promoting early detection of this cancer which too often remains taboo.

For more information on prostate cancer, please visit www.procure.ca or find us on Facebook (PROCURE) or call 1-866-899-CURE.

To sign up for the Movember event, go to movember.com.

For an interview, it will be our pleasure to put you in touch with your choice of the following gradually hairier upper lips: Jean Pagé, Laurent Proulx, Robin Burns or Justin Trudeau.

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