



Press Release
For immediate release

2009 Tribal Nova 48-Hour Bike Marathon

Montreal, September 21, 2009 – Last weekend, the Tribal Nova team brilliantly tackled a considerable challenge. Six firmly determined employees made their way to the Circuit Gilles-Villeneuve in Parc Jean-Drapeau on September 18 to ride their bikes for 48 consecutive hours and raise money for Quebec’s Make-A-Wish Foundation! Driven by their firm conviction to bring hope to sick children, they kept up the pace throughout the entire physically grueling adventure. These six women understood the importance of this event and doubled their fundraising efforts to ultimately collect \$4,000 that will go towards making a child’s wish come true. Team captain Virginie Blondel-Pelletier designed an outstanding figurehead for her team, which included Christine Baxter, Isabelle Bergeron, Annie Cossette, Anik De St-Hillaire and Anouk Ethier. The Tribalettes joined 37 other teams, all with the same objective: to have a hand in making dreams come true.



“We work in the field of children’s entertainment and we are greatly touched by this type of foundation. When our employees approached us to sponsor them, we accepted right away. We are very proud of them and of what they have accomplished for sick children,” said Guillaume Aniorté, Co-CEO of Tribal Nova. Our participants can indeed be proud of themselves and what they have accomplished. In fact, thanks to their courage and their exceptional motivation, the Tribal Nova team has given a child a chance to live a dream and the power to forget their illness with the help of the Quebec Make-A-Wish Foundation.

Virginie Blondel-Pelletier ends by adding that “it is essential to understand how important it is to encourage and participate in this type of event. We serve as a window, helping people see what this organization does for sick children. Being able to ride a bike is a luxury that is not available to everyone, and we rode these 48 hours to make a child’s dream come true. The Foundation’s Quebec branch is young and represents, for me, a cause that is close to my heart. I started as a team member; I was then captain of last year’s team. And this year I am a captain again but with a new team, because my team

members from last year created their own teams and are captains themselves this year. I was pleased to put together a team of women who were united in the goal of completing this challenge and raising \$4,000 for this magnificent foundation. I am really proud of my Tribalettes! "