



**FOR IMMEDIATE RELEASE
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NEWS RELEASE

A SIGNATURE EVENT IN THE COMMUNITY

SPORTS CELEBRITY BREAKFAST TO HONOUR TONY LOFFREDA, GEORGES ST-PIERRE, FELIPE ALOU, MICHAEL FARBER & ROY SALOMON

High profile personalities from the world of sports and business will be on hand for the 15th annual Cummings Jewish Centre for Seniors Foundation Sports Celebrity Breakfast, to be held Sunday April 7, 2019 at the Gelber Conference Centre (5700 Westbury Ave., Montreal).

RBC Vice-Chairman of Wealth Management Tony Loffreda will be the Guest of Honour. Ultimate Fighting Championship (UFC) superstar Georges St-Pierre, best known as GSP, has been named the Sports Personality of the Year Award. Felipe Alou will receive the Expos Legend Award and award-winning journalist Michael Farber will be presented with the prominent Larry Fredericks Media Award.

TONY LOFFREDA

Mr. Loffreda, CPA, is one of the most senior contact points for RBC clients, working across a range of business lines for the bank. His current coaching and inspirational leadership at RBC also extends across a wide range of charitable causes that he has been involved in and supported over many years. He is a member of the RBC Executive Committee and Piloting Committee for the province of Quebec and was awarded the Lieutenant Governor's Gold Medal in 2018, Canada's 150th anniversary Medal from the Canadian Senate in 2017 and the Governor General's Caring Canadian Award in 2014.

GEORGES ST-PIERRE

GSP, a Canadian professional mixed martial artist and UFC world champion, is recognized as one of the world's best pound-for-pound MMA fighter and all around athletes. He holds black belt status in both Kyokushin karate and Brazilian Jiu Jitsu. At a very young age, St-Pierre knew exactly what he wanted to do with his life and how he was going to reach those goals: he continues to invest all his energy and all his time at becoming a better version of himself. Dana White, CEO of the UFA, has acknowledged that GSP is Canada's most illustrated and successful professional athlete in any and all sport circles.

FELIPE ALOU

Alou was part of the Expos organization as a player, instructor or manager for 27 of its 36 years of existence. The highly respected baseball man joined the Expos as an instructor following a successful 18-year playing career – that included a 19-game stint with Montreal in 1973 – in which he hit .286, collected 2,101 hits and was selected to three all-star games, Alou was hired as the Expos big league manager on May 22, 1992 after having successfully guided a number of Montreal’s minor league affiliates. In parts of 10 seasons as Expos manager, he accumulated a franchise-record 691 wins and led the club to three second-place finishes (1992, 1993, 1996) and had the Expos sitting in first-place in 1994 when the season was cancelled due to a players’ strike. For his efforts, Alou was named National League Manager of the Year in 1994 and the manager of the National League All-Star team in 1995. After leaving the Expos, he worked as a bench coach with the Detroit Tigers in 2002, before serving as manager of the San Francisco Giants from 2003 to 2006. In 2006, he became the first Latin manager to win 1,000 games in the big leagues. Since 2007, he has worked as a special assistant to Giants general manager Brian Sabean.

MICHAEL FARBER

After moving to Canada in 1979, Michael Farber wrote for The Montreal Gazette for 15 years. In 1994 he went to Sports Illustrated magazine, where he spent 20 years as a senior writer, principally covering hockey. He remains a special contributor to the Sports Illustrated team and also does features and essays for TSN. He won two National Newspaper Awards for sports writing while at The Gazette and in 2003 also won the Elmer Ferguson Award, presented by the Hockey Hall of Fame, for distinguished hockey writing. He won Canadian Screen Awards in 2015 and 2016 for TSN work. Currently he contributes a Monday afternoon segment on TSN 690 Radio in Montreal.

ROY SALOMON

A special feature of the morning program will be the presentation of the Lifetime Achievement Award, on behalf of the International Jewish Sports Hall of Fame, to **Roy Salomon**. Mr. Salomon, a past honouree at the sports breakfast, has for years been a pillar in the Maccabi Canada movement - from player to leader. He was the Honorary Co-President of the 2013 Maccabiah Games in Israel and has been an active volunteer with the YM-YWHA for more than 50 years, serving as Vice-President and Honourary President. He is a recipient of the Norah and Joe Rubin Leadership Award and was inducted to the Montreal Jewish Sports Hall of Fame in 1995. Six years later he was recognized with the Maccabi’s movement’s prestigious Yakir Maccabi Award.

Soon to be announced will be a list of other exciting sports celebrities and very special surprise guests.

A CELEBRATION OF LEGENDS AND LEADERS

The event raises funds to support “Seniors in Crisis,” a program that delivers much-needed assistance to seniors in the community. Businesspersons Michael Wagen and Bram Naimer serve as co-chairs of the event. Morden “Cookie” Lazarus returns as honorary chairman. Journalist Mike Cohen and broadcaster Charles-André Marchand will return as the emcees.

The Cummings Jewish Centre for Seniors Foundation aims to meet the philanthropic challenges and needs of the 50 plus population. The Cummings Centre is a leader in the provision of quality programs, professional social services and a wide range of volunteer opportunities to the 50+ community.

Only corporate tickets and tables are available at this time. To find out more about sponsorship opportunities please contact Annie Bensoussan at 514.734.1729. For more information, contact Susan Rozansky at 514.734.1820

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