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NEWS RELEASE

A SIGNATURE EVENT IN THE COMMUNITY

SPORTS CELEBRITY BREAKFAST TO HONOUR SYLVIE DEMERS, LAURENT DUVERNAY-TARDIF, BILL LEE AND PAT HICKEY

High profile personalities from the world of sports and business will be on hand for the 16th annual Cummings Jewish Centre for Seniors Foundation Sports Celebrity Breakfast, to be held 9 am Sunday March 29, 2020 at the Gelber Conference Centre (5151 Côte Sainte-Catherine Road, Montreal).

Sylvie Demers, President of TD Financial Group, Quebec Region, will be the Guest of Honour. McGill University medical school graduate and NFL Kansas City Chiefs offensive guard and Super Bowl LIV champion **Laurent Duvernay-Tardif** has been named the Sports Personality of the Year. Former major league pitcher **Bill Lee** will be presented with the Expos Legend Award and **Pat Hickey** of The Montreal Gazette will receive the Larry Fredericks Media Award.

Sylvie Demers

Sylvie Demers began working for TD in 1985 and acquired solid expertise in various strategic roles, among others, as Regional Vice-President and Market Leader, Eastern Canada and Private Client Services for TD Wealth. She has also been District Vice-President of the Montreal Centre-South network of branches, National President, Affinity Market Group at TD Insurance and held the position of Vice-President, Strategic Initiatives based in Toronto. Sylvie Demers is known in the Montreal community thanks to her continuing commitment to several non-profit organizations. Over the past few years, Ms. Demers accepted the honorary presidency of various fundraising campaigns for organizations such as the Sainte-Justine Hospital and the CHUM and was co-president of the 2016 edition of OneWalk to conquer cancer at the Jewish Hospital Foundation. She is currently on the board of the Foundation of Greater Montreal. She has also delivered speeches on several occasions, in different forums to promote the advancement of women in the workplace and on boards of directors. She is originally from Sherbrooke, a mother of two teenagers, a sports enthusiast (cross-country skiing, golf, cycling) and live music fan (classical, opera, rock, jazz and folk). Sylvie Demers is a graduate of HEC Montréal with a specialization in finance.

Laurent Duvernay-Tardif

Following an historic super bowl win, Laurent Duvernay-Tardif's meteoric rise has been so remarkable that the *Kansas City Star* called him "the most interesting man in the NFL." And for good reason: not only does he play for the Kansas City Chiefs, he is also a medical school graduate from McGill University.

In May 2014, at the age of only 26, the Mont-Saint-Hilaire native became the 10th Canadian - and first Quebecker - to be drafted by an NFL team. In his second season in Kansas City, the six-foot-five-inch 330-pound player earned the position of right guard on the team. Passionate about both football and medicine, Laurent turned a deaf ear when counsellors and family members advised him to choose between sports and studies. And it proved to be the right choice! "It's all about balance. Don't give up on your passions!" he tells the young people he meets at the many talks he gives at schools.

Duvernay-Tardif played university football with the McGill Redmen (2010 to 2013) after his college career with the Phénix at Collège André-Grasset (2008-2009). Previously, he played three seasons with the Richelieu Pirates in Beloeil.

From the beginning of his career, Duvernay-Tardif has been honoured with awards, both athletic and academic. He is a two-time winner of the Montreal Alouettes bursary, awarded in partnership with the Fondation de l'athlète d'excellence du Québec, in 2009 and 2013. In January 2014, he played in the NCAA's East-West Shrine Game in St. Petersburg, Florida, as part of an all-star team in which only two Canadians are invited to participate. He attracted the attention of NFL recruiters.

Already very involved in his community despite his grueling schedule, Laurent is driven by the desire to get young people excited about physical activity and promote healthy lifestyles. On June 20, 2016, between two shifts at a Montreal hospital, he got together with 150 students from three Montreal-area elementary schools at Percival Molson Stadium for a day dedicated to sports.

An avid sailor—he spent many summers as a camp counselor—and fan of contemporary art, Laurent Duvernay-Tardif is as charismatic as he is physically imposing and his future holds great promise. He also has his own foundation (www.fondationldt.com) aimed at encouraging youngsters to pursue their sports dreams and succeed at school.

Bill Lee

Bill Lee was a Major League pitcher for 14 seasons with the Boston Red Sox and the Expos, boasting a career 3.62 ERA, a 119-90 record and throwing nearly 2,000 innings, an all-star selection and two starts in the 1975 World Series. He joined the Expos in 1979, tossing 222 innings and winning 16 games. He remained with the team until 1982 yet more than three decades later he remains a constant presence in this city and a regular contributor to Mitch Melnick's TSN 690 show. At the age of 74 he continues to play competitive baseball and has been invited to lead some exercise classes at the Cummings Centre leading up to the Breakfast. Lee has been the subject of several books and movies. A motion picture starring Josh Duhamel in the title role called Spaceman was released a few years ago. Lee travels the country as a guest speaker. He ran for Governor of New York.

Pat Hickey

Pat Hickey has been a sportswriter for 54 years and has been on the Canadiens' beat full-time since 1992, following a stint as sports editor at the Montreal Gazette. His first experience covering the Canadiens came during the 1960s when he was with the Montreal Star.

Hickey began his career at the Montreal Star in 1965 and served as the sports editor there and with the Vancouver Sun and the Gazette. He also worked at the Globe and Mail, Toronto Sun and Toronto Star, where he had a taste of the real world as the deputy national editor before deciding he suffered withdrawal symptoms from sports

Last year he published his second book titled If These Walls Could Talk. It came on the heels of his book 100 Things Canadiens Fans Should Know & Do Before They Die, which was published in 2015.

Hickey says his three favourite Canadiens to talk with over the years — “all for different reasons” — were Jean Béliveau, Brian Savage and P.K. Subban. His two favourite characters were Terry Ryan, who wrote his own book titled Tales of a First-Round Nothing, and Dave Manson, a rugged defenceman who Hickey writes was also a real-estate magnate.

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

THIS ANNUAL EVENT IS TRULY 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 Matthew Ross will be the emcees.

For sponsorship opportunities please contact Annie Bensoussan at 514.734.1729. For all other inquiries, contact Susan Rozansky at 514.734.1820. For media inquiries, contact Michael Beigleman at 514.734.1749.

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.