

NEWS RELEASE

Cummings Jewish Centre for Seniors Foundation Sports Celebrity Breakfast Goes Virtual

In light of the COVID-19 pandemic, the Cummings Jewish Centre for Seniors Foundation Sports Celebrity Breakfast will be transformed from a live event to a virtual one. The broadcast date will be sometime before the beginning of July and an announcement to that effect is forthcoming.

Sylvie Demers, Chair, Quebec market, TD Bank Group, is the Guest of Honour. McGill University medical school graduate, NFL Kansas City Chiefs offensive guard and Super Bowl LIV champion Dr. Laurent Duvernay-Tardif will be recognized as 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.

The event raises important funds to support “Seniors in Crisis,” a program that delivers much-needed assistance to seniors in the community. Event Co-Chairs Mike Wagen and Bram Naimer and Honourary Chair Morden “Cookie” Lazarus emphasize that the event will be launched via the Cummings Centre website (www.cummingscentre.org) on a Sunday morning, as per tradition, and remain online for eternity. “We sell out every year, months in advance,” said Mr. Wagen. “This year we expect thousands of people to access our program and we will soon be announcing some very extraordinary sports personalities who will join us.”

Mr. Naimer wishes to thank the many sponsors who have remained committed to the event. They include: Delmar International, Dym Family Foundation, Equinoxe Lifecare, Union Luminaires & Décor and TD Wealth in the Diamond Category and Olymbec, RBC, Shulterm, The Alvin Segal Family Foundation, The Suburban Newspaper, Paysafe and the Ornstein Family in the Gold Category,

Mr. Lazarus emphasized that because of the COVID-19 pandemic, support for seniors in crisis has never been more vital. “We are so fortunate that we have access to the type of technology that will allow us to produce an event that everyone will remember for a long time,” he promised.

This will be the 16th annual Sports Celebrity Breakfast. It has raised over \$2 million since its inception.

Stay tuned for more information about the program.

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.