



**PRESS RELEASE**  
**For Immediate Release**

## Merger of Québec en Forme and the Management Corporation of the Fund for the Promotion of a Healthy Lifestyle

**Trois-Rivières, October 13, 2010.** The organization resulting from the merger of the *Management Corporation of the Fund for the Promotion of a Healthy Lifestyle* and *Québec en Forme (2002)* will be known as QUÉBEC EN FORME and it will continue its mission to promote healthy lifestyles for Québec youth from birth to age 17. Both of the partners who created the *Management Corporation of the Fund for the Promotion of a Healthy Lifestyle* wanted this merger. Its purpose is to improve cohesion between strategies and create a synergy between projects. It will also simplify and harmonize the way of doing things.

At the first meeting of the Board of Directors, which was held on October 1, 2010, Dr. Alain Poirier, *directeur national de Santé publique and sous-ministre adjoint à la Santé*, was named Chairman of the Board and Mr. Jean-Marc Chouinard, Vice-President, Philanthropy, at the *Fondation Lucie et André Chagnon* was named Vice Chairman. Before the merger, Mr. Poirier and Mr. Chouinard served as chairmen of these organizations.

QUÉBEC EN FORME's Chairman, Dr. Alain Poirier, is pleased to announce the names of the members of the new Board of Directors:

Appointed by the ***Fondation Lucie et André Chagnon***: **Jean-Marc Chouinard**, Vice-President, Philanthropy; **Claude Chagnon**, President of the foundation; **Guy Brochu**, First Vice-President and Chief Financial Officer; **Sylvianne Chaput**, Vice-President, Governance, Risk and Performance; **Hélène Chénier**, Director, Human Resources; and **Larry Smith**, President of the Montreal Alouettes.

Appointed by **the government of Québec**: **Alain Poirier**, *directeur national de Santé publique et sous-ministre adjoint au ministère de la Santé et des Services sociaux*; **Marie Rochette**, *directrice de la prévention des maladies chroniques et des traumatismes au ministère de la Santé et des Services sociaux*; **Jean-Guy Ouellette**, *sous-ministre adjoint, Secrétariat au loisir et au sport*; **Dominique Fortin**, *sous-ministre adjointe au ministère de l'Agriculture, des Pêcheries et de l'Alimentation*; **Sylvain Boucher**, *sous-ministre adjoint aux politiques du ministère des Affaires municipales, des Régions et de l'Occupation du territoire*; and, **Liette Picard**, *directrice des services éducatifs complémentaires et de l'intervention en milieu défavorisé du ministère de l'Éducation du loisir et du sport*.

In the coming weeks, the new Board of Directors will establish the unified vision stemming from the merger, and the policies and strategies that will be pursued regarding the use of the Fund. This strategic planning process will produce new strategies, consistent with young Quebecers' needs and in line with international trends, that will guide the organization in the coming years. As Québec en

Forme pursues its mandate, it will benefit from the experience of both organizations and is now working on a strategic plan. The new organization would like to see everyone increase their efforts to meet the needs of young Quebecers in the area of eating habits and physically active lifestyles.

In June 2007, the National Assembly voted in favour of a bill establishing the *Fund for the Promotion of a Healthy Lifestyle*, stemming from a partnership agreement between the Government of Québec and the *Fondation Lucie et André Chagnon* and a 480 million dollar investment over ten years (2007 to 2017). The Management Corporation of the Fund was mandated to coordinate the Fund in addition to helping create and finance national promotion projects. Québec en Forme received the mandate to support local community mobilization projects.

- 30 -

**Source:**

**Québec en Forme**

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