



PRESS RELEASE
FOR IMMEDIATE RELEASE

2013–2018 major financing campaign
UQAR receives the largest donation in its history

Rimouski, September 11, 2015 – The Fondation de l'UQAR is pleased to announce a partnership with Desjardins Group. The generous 5-year agreement will total \$1,350,000, the biggest corporate donation in the history of Université du Québec à Rimouski (UQAR). Today's announcement is part of UQAR's 2013–2018 major financing campaign, governed by the Fondation de l'UQAR.

For Guy Cormier, Senior Vice-President, Cooperative Network and Personal Services at Desjardins Group and co-chair of UQAR's 2013–2018 major financing campaign, "Partnering Desjardins Group with UQAR was a natural choice because we have similar values and goals. We're present throughout Quebec, and this partnership will allow us to continue supporting UQAR's teaching and research mission in eastern Quebec and Chaudière-Appalaches, and help tomorrow's leaders succeed. I'm proud of Desjardins Group's contribution and I hope this inspires other partners in the business world to do the same."

Jean-Pierre Ouellet, the rector of UQAR, is very pleased with this partnership with Desjardins Group. "This large-scale contribution is great news for UQAR. I'm thrilled that Desjardins Group has made it a priority to develop our university. This move by a long-term partner of UQAM is greatly appreciated and marks a step forward in our major financing campaign."

"The agreement with Desjardins is great news on several levels, and will have a huge impact on the entire UQAR community—for both students and professors, on both the Lévis campus and Rimouski campus," said general manager of the Fondation de l'UQAR, Jean-François Ouellet.

Under co-chairs Guy Cormier and Clément Audet, Vice-President, Consumer Market and Contact Centres at TELUS Quebec, UQAR's second major financing campaign was launched to the public last fall, and aims to raise \$12 million over the next five years. Members of the UQAR community have already agreed to take part in this show of solidarity, with commitments of upwards of \$3 million.

About the Fondation de l'UQAR

The Fondation de l'UQAR (www.uqar.ca/fondation) is a non-profit organization whose primary mission is to support UQAR in achieving its own teaching and research mission for over 7,000 students each year. Since its creation in 1976, the Fondation has reinvested over \$15 million in grants, research projects and infrastructure. Also in charge of services to over 43,000 UQAR alumni, the Fondation is led by a board of 15 directors from the public and private sectors.

About Desjardins Group

Desjardins Group is the leading cooperative financial group in Canada and the fifth largest cooperative financial group in the world with assets of close to \$251 billion. It has been rated one of the 50 Best Employers in Canada by Aon Hewitt. To meet the diverse needs of its members and clients, Desjardins offers a full range of products and services to individuals and businesses through its extensive distribution network, online platforms and subsidiaries across Canada. Considered North America's strongest bank according to Bloomberg News, Desjardins has one of the highest capital ratios and credit ratings in the industry.

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CAMPAGNE MAJEURE DE FINANCEMENT
2013-2018