



Second Chance – Finding a New Home for Your Old Books

Montreal, November 6, 2015 - StudEtree has teamed up with Desjardins 360d to launch the Second Chance campaign, aimed at recycling used books. Student associations from Université de Montréal, Concordia, UQAM and McGill have collaborated on the initiative with the goal of reducing waste, promoting education and bringing the community together.

Throughout November, StudEtree boxes created by local artists will be placed in the three Desjardins 360d centers: at Concordia, UQAM and UdeM campuses. Students and visitors will be invited to donate used books and textbooks that they are no longer using. These books will be donated to two local charitable nonprofit organizations, Big Brother Big Sister and Renaissance, and to one federal incarceration centre.

To learn more about the Second Chance initiative, we would like to invite you to our launch event that will take place on November 10th at 6pm, at the Desjardins 360d centre on 5150, avenue Decelles in Montreal.

The goal for the Second Chance campaign is to help youth in need of a significant role model in life, help under-qualified workers gain skills and autonomy to enter the workforce, and help educate and prepare inmates for when the time comes to reenter society.

About Desjardins 360d

Desjardins 360d opened its doors September 30, 2014, close to the University of Montreal, the first financial area in North America for students and young workers. This innovative concept is aimed at guiding and supporting 18-30 year olds with their projects and offer them direct access to the full range of Desjardins products. In the fall of 2015, Desjardins expanded its service offering with the opening of two new addresses, one at UQAM and the other at Concordia.

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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