

**VIVA MTL launch  
Highlighting the commitment of those who make their neighbourhood shine**

**Montreal, January 28, 2016** – Today, Desjardins Group and its partners are officially kicking off VIVA MTL, an initiative born of the Je fais Mtl citizen movement. The goal of this initiative is to highlight the city's best by giving residents the opportunity to nominate neighbours contributing to community life and who are actively working towards building pride in their neighbourhoods.

The official VIVA MTL launch took place today at Complexe Desjardins. The event was attended by Monique F. Leroux, Chair of the Board, President and Chief Executive Officer of Desjardins Group; Denis Coderre, Mayor of Montreal; and numerous other guests.

The purpose of the contest, which is open to everyone, is to discover inspiring Montrealers and the wonderful neighbourhoods in which they're flourishing. These citizens and organizations will help cast the spotlight onto this great city, leading up to Montreal's 375th anniversary celebrations in 2017.

With the support of its partners, Desjardins is striving to reignite Montrealers' pride. "We all know businesses or people who put Montreal on the map. But, do we know the locals who are making a difference in their neighbourhoods?" asked Monique F. Leroux. "People around the world have transformed their cities thanks to their deep sense of pride and community. With VIVA MTL, Desjardins and its partners are building a momentum for city pride in 2016, to pave the way towards the celebrations of Montreal's 375th anniversary in 2017."

"VIVA MTL stimulates Montrealers' awareness of the importance of citizen engagement. By highlighting creativity, cutting-edge initiatives and the exemplary commitment of citizens and organizations, Desjardins hopes to re-energize and amplify public participation, increase Montrealers' sense of pride and, in this way, contribute to Montreal's renewal," asserted the Mayor of Montreal, Denis Coderre.

**Contest Details**

Until September 6, 2016, Montrealers are invited to apply or submit nominations at [viva-mtl.ca](http://viva-mtl.ca). From late April through early September, the VIVA Mobile, a fully electric car, will visit Montreal's neighbourhoods to seek out these unsung heroes.

In October, a jury made up of contest partners will announce the three finalists in each of four categories. Then, the public will vote for the winners in each of the following categories:

1. Citizen
2. Entrepreneur
3. Organization

#### 4. Young leader

Winners will be announced during an activity to launch Montreal's 375th anniversary celebrations. The contest will award more than \$50,000 to be shared among the winners. For more information, go to [viva-mtl.ca](http://viva-mtl.ca).

This contest was made possible thanks to many partners including LA PRESSE+, CTV, Rouge fm and Virgin Radio 96, Cinco, EY, Ig2, École d'Entrepreneurship de Beauce, BMW Laval, Je fais Mtl and the Société du 375e de Montréal.

#### 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 \$251 billion. It has been rated one of the 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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