

For immediate release

## **DESJARDINS CONTRIBUTES A QUARTER OF A MILLION DOLLARS TO PLACE DES ARTS**

(Sudbury, April 18, 2018) Place des Arts du Grand Sudbury received a significant boost today in the form of a generous gift of \$250,000 donated by Desjardins to the project's major fundraising campaign, *Share Our Sense of Place*.

According to Stéphane Trottier, chairman of the Caisses populaires de l'Ontario regional council, "Implementing such a project will make Greater Sudbury a must see for exciting and memorable cultural outings. A population's culture is developed through the arts, and Desjardins is proud to contribute to the growth of every region."

"Together, the Desjardins credit unions bring their support to Place des Arts, a centre of artistic excellence which will have a significant social and economic impact both during and after its construction," he added.

According to the feasibility study, the economic impact Place des Arts will have during its construction is estimated at \$18.7 million, creating 180 jobs. At the start of operations in 2020, it is estimated that 29 jobs will be created. "Place des Arts will revitalize Northern Ontario's cultural vibrancy and create economic leverage for the Greater Sudbury community. By creating quality cultural, artistic and accessible experiences that have a lasting impact on people's lives, we are contributing to the development and well-being of our community. These common goals are found at Desjardins, a strong partner in our campaign," explained Stéphane Gauthier, chairman of Place des Arts du Grand Sudbury.

With Desjardins's significant contribution added to the total of major gifts announced, the *Share Our Sense of Place* fundraising campaign will receive \$550,000 in just over a month. Further donations will be announced in the coming months as they are confirmed with the donors.

## **QUICK FACTS ABOUT THE PLACE DES ARTS CAPITAL FUNDRAISING CAMPAIGN**

- With 100% of the public funding confirmed and the \$550,000 in announced private donations, the fundraising campaign is now at 90% of its target since its official launch on March 5, 2018.
- The cabinet of the Place des Arts capital fundraising campaign is composed of two co-chairs, six honorary patrons and twelve influential members of the community.
- The \$30 million project is receiving support from funding providers such as Canadian Heritage, FedNor, the Northern Ontario Heritage Fund Corporation, the Ministry of Tourism, Culture and Sport, and the City of Greater Sudbury.

**ABOUT DESJARDINS GROUP**

Desjardins Group is the leading cooperative financial group in Canada and the sixth largest cooperative financial group in the world, with assets of \$272 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. Counted among the World's Strongest Banks according to *The Banker* magazine, Desjardins has one of the highest capital ratios and credit ratings in the industry.

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