

PRESS RELEASE



March 1st, 2012

AT COGIR, RED IS THE LATEST TREND!

Every year, the Canadian **Heart & Stroke Foundation** holds a great fundraising event, entitled Trendy Red. Following our great success in 2011, we have decided to join the event again this year. We are happy to report that this year's participation was simply spectacular!



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At our head office, employees participated by wearing red clothes and giving a 5\$ donation on February 14th. In addition, COGIR gave an extra amount to the cause. Piggy banks were installed in our multi-residential buildings, to gather tenants' donations throughout the month of February. In AZUR retirement homes, in addition to wearing red clothing and providing a \$5 donation, many different activities were organized on February 14th to make this event truly unforgettable! Some homes served meals with a red theme; dining rooms were beautifully decorated; some seniors wore costumes, while others baked delicious cookies; and many more! An extra donation of \$10 for each signed lease in February was added to the fundraising efforts.

Thanks to the amazing generosity of our employees and residents, the company is proud to have raised \$14,130.50 for the Heart & Stroke Foundation!

We would like to thank everyone who took part in our fundraising efforts – we couldn't have done it without you. **THANK YOU, from the bottom of our hearts!**

