

Press release

Brossard, May 10th, 2013

On May 8th, 2013, at the Montreal Science Centre, over 400 guests have attended the “All generations united” fundraising event, organised by COGIR Management Corporation for the benefit of the *Fondation Institut universitaire de gériatrie de Montréal*. This fundraising event, which was highlighted by a show from international star Florence K, raised \$125,000 for the Foundation. These funds will be used to support the Institut’s Research Centre in its many activities, including the development of the “Healthy aging” program implemented across AZUT and JAZZ private retirement homes in Quebec. The result of a unique partnership between Cogir Management Corporation, the *Institut universitaire de gériatrie de Montréal* and Dr. Richard Béliveau, Biochemistry PhD, the “Healthy aging” program aims to improve seniors’ quality of life through nutrition, prevention of degenerative diseases and recreology initiatives.

The evening was hosted by Cogir Management Corporation and the honorary presidency of Mr. Mathieu Duguay, Cogir President. It emphasized the importance of supporting the scientific research to fight, minimize and better understand the various aging-related degenerative diseases, such as Alzheimer’s disease. As the evening’s spokesperson, Dr. Richard Béliveau, Biochemistry PhD and world-renowned specialist, has explained the importance of a healthy diet at every age. “It’s never too late to improve our diet and be better aware of the benefits of certain foods on our overall health,” explained Dr. Béliveau to all guests and sponsors present at the event. Cogir Management Corporation would like to thank its business partners for their generous contribution to this event.



Mr. Jean-Louis Dufresne, President of the board of administrators, *Fondation Institut de gériatrie de Montréal* with Mr. Mathieu Duguay, President of Cogir Management Corporation inc.

About the Institut universitaire de gériatrie de Montréal (IUGM)

The *Institut universitaire de gériatrie de Montréal* is a centre specially dedicated to seniors, which provides various short-term and long term programs, including intensive functional rehabilitation, short-term geriatric assessment, long-term care and living accommodations as well as an ambulatory centre.

Affiliated to the University of Montreal and recognized by the *Fonds de la recherche en santé du Québec*, the IUGM also includes teaching and research facilities on health and aging, on a national and international scale. It is considered as one of the best references in its field for the broadcast of its expertise, its technology assessment capabilities as well as its intervention initiatives.

About Richard Béliveau

Richard Béliveau, Ph.D. in Biochemistry is the director of the Molecular Medicine Laboratory and a researcher in the Department of Neurosurgery at Notre-Dame Hospital (CHUM). Richard Béliveau is a full professor of biochemistry at the University of Quebec at Montreal, where he holds the Chair in Cancer Prevention and Treatment. He is a professor of surgery and physiology in the Faculty of Medicine at the University of Montreal and an associate researcher in the Department of Oncology at Montreal Jewish General Hospital – McGill University. He is a member of the *Quebec Coalition priorité cancer*.

A prolific writer, Richard Béliveau has published over 250 papers in various international medical journals. His primary research interests include cancer prevention and treatment. He is the author of the best-selling books "Foods That Fight Cancer," "Cooking with Foods That Fight Cancer", "Eating Well, Living Well: An Everyday Guide for Optimum Health" and "Death – Scientific facts to help us". His books have been translated in over 25 languages and sold in 35 countries. He has won the Grand prix public awarded at the Montreal Salon du livre, and was named Personality of the Year by L'Actualité and Quebec Personality of the Year by the Au Québec magazine. He also appeared with Quebec personality Mitsou in Kampaï, a health-oriented French TV show.

About Cogir Management Corporation

Founded in 1995, Cogir management Corporation is a Quebec-based company providing real estate management, development and consultant services. We manage over 11,000,000 square feet of real estate that includes residential, commercial, industrial and office sectors; as well as over 15,000 units in Quebec and Ontario, for the benefits of various investors. Our company also administers over 40 private retirement homes under the AZUR & JAZZ banners.

By combining the dynamic approach and entrepreneurial spirit of a small-scale company to the expertise of the leaders in North America's real estate management market, we remain at the forefront of our industry through the efforts of our team of more than 2,000 passionate people.



For further information or references, please contact:

Jean-Marc Bélanger
Marketing & Purchasing director
Cogir Management Corporation
Email: jmbelanger@cogir.net
Phone: 450-766-2470
Cell: 514-229-7865