



GRAND  
PRIX  
CYCLISTE  
DE QUÉBEC



NEWS RELEASE

For immediate transmission

**2011 GRAND PRIX CYCLISTE DE QUÉBEC:  
LAUNCH OF THE LEADERS' CLUB TO BENEFIT MAISON DAUPHINE**

**Québec City, Tuesday, April 12, 2011**—Serge Arsenault, President of the Grands Prix Cyclistes Québec–Montréal (GPCQM), today handed over a cheque for \$14,000 to Maison Dauphine following the successful inaugural edition of the Leaders' Club at the 2010 Grand Prix Cycliste de Québec. At a ceremony attended by Régis Labeaume, the Mayor of Québec City, Arsenault also announced that the 2011 edition of the Québec City Leaders' Club intends to raise \$50,000 this September.

The Leaders' Club was created by the GPCQM with a twofold objective: contribute to the growth of a local registered charity, and make a VIP package available to members of the public interested in a thrilling, heart-of-the-action experience at a UCI WorldTour cycling event.

The GPCQM chose Maison Dauphine as the beneficiary of the Leaders' Club in 2010 because of the unique nature of the cause to which it is dedicated and the positive impact of sport on young people's development of self-esteem and group spirit.

"When we met with the representatives of Maison Dauphine, we realized right away that their goals were a perfect fit with ours," Arsenault said. "This organization demonstrates most persuasively that, regardless of the obstacles and difficulties you may face, if you are willing to make an effort, there will always be a finish line there for you to cross," he added.

"I am delighted by the renewal of this association between the Grand Prix Cycliste de Québec and Maison Dauphine," Mayor Labeaume declared. "Besides providing a thrilling spectacle in the streets of Québec City, this high-calibre competition will help a cause that is dear to me: that of young people. I am convinced that the generosity of the people of Québec City will once again allow us to make a sizable donation to this organization that has been providing safe surroundings for our youth since 1991."

Reserved exclusively for 100 people, the Québec City Leaders' Club provides members with a one-of-a-kind opportunity to experience the intensity of the race action from the VIP Village, located right at the Start/Finish line on Grande Allée. The VIP experience includes the ceremonial pre-race toast with dignitaries, coffee and croissants with a celebrity from the cycling world, and samplings of local food products at a lunchtime buffet, in the company of personalities from the sports, arts & culture and corporate spheres. Tickets are available at a cost of \$1,000 each; full details can be found at [www.gpcqm.ca](http://www.gpcqm.ca). Each donor will be issued a \$500 charity tax receipt by Maison Dauphine.

The Grand Prix Cycliste de Québec takes place on Friday, September 9, 2011. The 12.6 km circuit remains unchanged for this second edition, but an extra lap has been added to the race, extending the total distance to 201.6 km. Arsenault also took advantage of the opportunity to announce that several new additions to the race in the capital city will be announced in the coming weeks.

**About the Grands Prix Cyclistes Québec–Montréal**

In 2009, the Grands Prix Cyclistes Québec–Montréal organization was granted the first two UCI licences for ProTour (WorldTour as of 2011) races in North America. The organization is responsible for planning and putting on races in Québec City and Montréal from 2010 to 2014. Please visit [www.gpcqm.ca](http://www.gpcqm.ca) for more details about these top-calibre international cycling events.

We would like to thank our public partners, the Government of Canada, the Government of Québec, the City of Québec and the City of Montréal.

**For more information:**

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