



**PRESS RELEASE**

FOR IMMEDIATE RELEASE

**Raise your glass! The Saint-Houblon raises \$21,813 for the cause of youth mentoring!**

**Montreal, September 25, 2019 - An amount of \$21,813 was raised by the Saint-Houblon Côte-des-Neiges last night during their fundraising event, as amateur mixologists competed to raise funds for the youth of the Greater Montreal.**

On September 24, the Saint-Houblon Côte-des-Neiges shook things up by organizing the Great Mixology Challenge. The fundraising event pooled amateur bartenders to compete for the cause of Big Brothers Big Sisters of Greater Montreal, an organization that has been providing mentoring services to the youth of our community for more than 40 years. The guest mixologists engaged in a friendly competition to see who could raise the most funds for the organization. Overall, an amount of \$21,813 was raised by the mixologists who were there to entertain guests all evening with their unique concoctions and charismatic presence. Among the mixologists were BBBS ambassadors, triple Olympic medalist, Marianne St-Gelais, and actor and former BBBS mentee, Michel Olivier Girard.

In addition to encouraging the event participants to donate to help them raise the most funds for the challenge, each mixologist called for their communities' support through the event's online fundraising campaign that started running from late August until the end of September.

"I am excited to say that the event was a great success! The restaurant was packed with people who wished to support our cause and who were having a great time, and we can't thank the Saint-Houblon enough for hosting the fundraiser and believing in our mission", states Maxime Bergeron Laurencelle, Executive Director at BBBS. "We have a goal of reaching as many youths in needs of a mentor as possible, all while supporting the current 1,650 youths benefitting from our services. The amount raised will make a big difference for many."

While the event has passed, the organization's online fundraising campaign will be held until the end of the month so supporters can still [make a donation](#) to help youths reach their full potential.

## **About Big Brothers Big Sisters of Greater Montreal**

(Source: <https://gfgsmtl.qc.ca/en/home/>)

Big Brothers Big Sisters of Greater Montreal is dedicated to enabling life-changing mentoring relationships to ignite the power and potential of young people. Our agency offers professional mentoring services and an opportunity to acquire and improve personal strengths and interpersonal skills, contributing to a healthier life over the long term. Thanks to the involvement of volunteer mentors and donations from the community of Montreal, the organization currently provides quality mentoring services to more than 1,650 youths.

**Find our logos, photos and videos here:**

<https://www.dropbox.com/sh/6z8rfd1vjeimq9d/AAB8hI7ScAiHtBTzHFtCO-Gha?dl=0>

### **MEDIA CONTACT:**

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