

2016 Edition

Jewellery
Of Hope

by

A N N E
- M A R I E
C H A G N O N

for



PRESS RELEASE

For immediate distribution

Anne-Marie Chagnon contributes to ovarian cancer research by creating *Jewellery of Hope*

Montreal, April 13, 2016 – For the third year running, Anne-Marie Chagnon creates the *Jewellery of Hope*, an exclusive collection aiming to raise funds for the support of ovarian cancer research conducted by the Institut du cancer de Montréal. Since the beginning of her collaboration with the Institut du cancer de Montréal in 2013, Anne-Marie Chagnon has donated over \$100,000 for research on ovarian cancer. Once again this year, the artist jeweller was inspired by actress and host **Sylvie Moreau and her twin sister Nathalie**, ambassadors for the Institut du cancer de Montréal’s research program on ovarian cancer. True to herself, Anne-Marie Chagnon completely renewed her creations to make this fundraising collection absolutely unique while benefiting the fight against the deadliest of all female cancers.

An invitation to the public and the media: Come meet the Moreau sisters, Anne-Marie Chagnon and the Institut de cancer de Montréal!

- On Tuesday April 19, 2016, from noon to 2 p.m., at the Art des Artisans boutique of the Complexe Desjardins in Montreal, all partners will be present: artist jeweller Anne-Marie Chagnon, ambassadors for the Institut du cancer de Montréal’s research program on ovarian cancer Sylvie and Nathalie Moreau, as well as the Institut du cancer de Montréal’s general manager Maral Tersakian.
- Great news! Like Anne-Marie Chagnon, both the boutique and the Complexe will make a donation for every Anne-Marie Chagnon jewellery creation sold that day.



Quotes

- Anne-Marie Chagnon, artist jeweller:
“United and strong, Sylvie and Nathalie Moreau, ambassadors of the Institut du cancer de Montréal for research on ovarian cancer are bringing hope and light to thousands of women in the midst of illness all over the world. Identical, yet different, they embody all women: the ones that suffer from ovarian cancer and all the others, since any of us could be stricken by it or fight alongside a loved one stricken by it. In fact, for me, Sylvie and Nathalie’s strength and determination is a call for the solidarity of all beings since we all owe our life to a woman.”

“Last year, I organized the Tournée de l’Espoir, where I went across the province and met a lot of people with the ambassadors of the Institut du cancer de Montréal for ovarian cancer research, Sylvie and Nathalie Moreau, at different retailer’s events. The tours ended with the first ever Journée nationale de l’Espoir, where about thirty of our retailers across Quebec participated. In both cases, the independent participating retail shops made a donation to the Institute for each jewel that was sold. We had a chance to see all the awareness-raising effort that is left to be done and I am proud to have contributed in my own way.”

- Sylvie Moreau, actress and host, ambassador for the Institut du cancer de Montreal for ovarian cancer research:
“Nathalie and I are identical twins. Today, one thing distinguishes us and brings us closer. While I am healthy, my sister is battling ovarian cancer. As we fight together, we are stronger. Together, we have hope. With us, help give hope.”
- Maral Tersakian, Executive Director of the Institut du cancer de Montréal :
“The Institut du cancer de Montréal is proud to continue its collaboration with Anne-Marie Chagnon. Because of all the fundraising efforts on ovarian cancer research, the funds raised helped to support the recruiting of a postdoctoral intern and a research associate mandated to identify therapeutic targets in ovarian cancer. The contribution of everyone is significant to help promote ovarian cancer research.”

Why is it vital to fund clinical and fundamental research on ovarian cancer?

- Still very unknown to the public, it is the deadliest gynaecological cancer.
- No screening test currently exists. Therefore, in 75% of cases, ovarian cancer is diagnosed at a stage too advanced for a cure to be possible.
- Despite remarkable progress in technology and chemotherapy, the five-year survival rate for patients at an advanced stage of ovarian cancer is as low as 15 to 25%.
- In Canada, 17,000 women are battling ovarian cancer right now and 2,600 more will be diagnosed with ovarian cancer this year.
- Research is the greatest hope for ovarian cancer patients and their families – and for all women, as each is susceptible to suffer from it one day.

The 2016 collection of Jewellery of Hope

- Anne-Marie Chagnon was inspired by ambassadors Sylvie and Nathalie Moreau to create this third edition of the *Jewellery of Hope*.
 - Together, these two women embody the light and hope of the research. The two luminous pewter leafs form a heart, a butterfly, like two pieces that complete each other, two ovaries, two ambassadors. The color and materials contrasts evoke the strength acquired by solidarity, identical for all, despite the differences.
 - The campaign brings forward this energy by putting the light on Sylvie and Nathalie Moreau, beacons of hope, their eyes lighting up with rebellious energy, like rays of sunlight to stay on course in the dark fight against ovarian cancer.
- Anne-Marie Chagnon introduces two major novelties with this year’s collection which are both trendy and timeless.
 - The pin. All pewter, the Hope pin is remarkably vibrant and shiny. It’s a typical pin, formed by one piece on a unique stud with a butterfly clutch.
 - The PVC – a jewellery PVC from Germany. Of superior quality, the addition of this organic material to Anne-Marie Chagnon jewellery marks the artist’s distinctive signature in a brand new way that supports the concept of the *Jewellery of Hope* collection.
- The collection is designed in a novel manner.
 - The necklace and bracelet are 2-in-1 creations, each formed by two detachable rows, that women can share or match with their outfits.
 - The two earring models complete the style offered by the necklace and bracelet.
 - The pin completes the package.
 - All creations are under \$100.

Images

2016 Hope Necklace – 2-in-1



Pewter, bronze-plated pewter, German jewellery PVC.
\$99 (\$10 donation)

*Two detachable rows, each of adjustable length:
36.6 to 41.7 inches and 25.6 to 31.1 inches*

2016 Hope Bracelet – 2-in-1



Pewter, bronze-plated pewter, German jewellery PVC.
99 (\$10 donation)

*Two detachable rows, each of adjustable length:
7 to 7.9 inches*

2016 Hope Earrings (Heart)



Pewter, bronze-plated pewter, German jewellery PVC.
\$49 (\$5 donation)

2016 Hope Earrings (PVC)



German jewellery PVC.
\$49 (\$5 donation)

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Hope pin

Pewter
\$20 (\$5 donation)

For each jewellery creation sold, Anne-Marie Chagnon makes a donation dedicated to support research on ovarian cancer conducted by the Institut du cancer de Montréal.

To further discover the *Jewellery of Hope* Collection, visit www.annemariechagnon.com/hope

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Sources:

Véronique Martel, senior advisor – communications and marketing, Anne-Marie Chagnon
Yosr Kooli, information agent, Institut du cancer de Montréal

Informations, interview requests and high resolution pictures (ambassadors and jewellery), jewellery samples:

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