



**mission  
inclusion**  
A NEW NAME FOR  
THE LÉGER FOUNDATION

**75 years**  
of impact  
in the world

## **Nadine Ménard becomes ambassador for Mission inclusion's Cycling for Inclusion challenge**

**Montreal, February 6, 2023 – Mission inclusion is pleased to announce that businesswoman and event management executive Nadine Ménard will be the ambassador for the 10th Cycling for Inclusion challenge, a benefit for vulnerable communities in Quebec.**

### **Engaged entrepreneur**

Nadine Ménard is an engaged entrepreneur, creative leader, author, and columnist who has made a name for herself in Quebec's events industry. This year, she will apply her expertise and experience to help Quebec families and communities in vulnerable situations by lending her skills to Mission inclusion's Cycling for Inclusion challenge.

"When I was asked to be the ambassador for the 10th **Cycling for Inclusion** for the benefit of vulnerable families in Quebec, I didn't hesitate," she said. "This event is perfectly in line with my personal values and my business values. I believe that giving back is an integral part of my responsibilities as an entrepreneur and as a human being. I believe in the power of caring. I choose the causes I support carefully and harness my network for worthwhile organizations and events. A small effort can make a huge difference to society."

Nadine Ménard is the head of SUITE22 Events, a woman-owned event agency. She and her team create unique, engaging interactive experiences. The company has received many awards and is recognized by the *Conseil québécois des événements écoresponsables* as an environmentally responsible event manager.

Mission inclusion is delighted to have Nadine Ménard on board. She brings to the table engagement, unwavering motivation, and boundless enthusiasm.

“When we were looking for an ambassador, we thought of Nadine because of her energy, her love of cycling and, above all, her big heart,” said Isabelle Morin, Senior Director, Development and Communications. “My team and I are very touched that Nadine has agreed to join us.”

### **Cycling for Inclusion: A sport benefit of vulnerable families in Quebec**

Cycling for Inclusion will be held as part of Vélo Québec’s Metropolitan Challenge on Sunday, May 28 in Saint-Bruno-de-Montarville, on the south shore of Montreal. Cyclists of all levels will ride routes of 50 to 150 km for the benefit of vulnerable communities in Quebec.

The target for the event’s 10th edition is \$80,000. The proceeds will go directly to organizations that support people in vulnerable situations. The money raised will therefore have a real and lasting impact on the lives of people experiencing homelessness, isolated seniors and families and children in need.

### **About Cycling for Inclusion**

Every year since 2014, **Mission inclusion** has organized the Cycling for Inclusion challenge for the benefit of vulnerable communities in Quebec. It is held as part of Vélo Québec’s Metropolitan Challenge.

### **About Mission inclusion**

Building on 75 years of experience, **Mission inclusion** pursues Cardinal Leger’s dream of a world of fairness and dignity in which no one is left behind. **Mission inclusion** works closely with community organizations in Quebec and around the world to ensure that the basic needs of the most vulnerable and marginalized people are met and to support personal capacity building. **Mission inclusion** believes we must all stand together, in a spirit of generosity, to build an inclusive society that has a place for everyone.

### **About SUITE22 Events**

For nearly 20 years, SUITE22 Events has stood out for its innovative strategies and its desire to hyper-personalize the organization of events in Quebec, Ontario and across Canada. SUITE22 distinguishes itself in event management by combining the most effective facets of communications into a coherent whole that serves businesses well. It applies a people-centred approach that skilfully blends strategies, creativity and technologies. SUITE22 has been creating unique events that bring people together, build bridges and capture the imagination since 2005.

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**Information and interview requests:**

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