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Friday, September 4, 2009

The seventh Bobby Orr Benefit Golf Tournament raised \$ 119,500 - 19,500 \$ dollars of which was generated by our auction sale alone. All proceeds generated by this tournament and the silent auction go toward research carried out by the Atlantic Cancer Research Institute.

Two-hundred thirty golfers played in yesterday's tournament held at the Fox Creek Golf Club in Dieppe. "We were expecting a large turnout this year, but the beautiful weather was the icing on the cake, said Denis Losier, CEO of Assumption Life. We owe this success to Mr Orr. His presence at our tournament is instrumental in attracting so many golfers from all around the Maritimes and raising this kind of money. People keep coming back, year after year, just to meet him. A lot of golfers now consider him a friend. He's not only one of the greatest hockey players of all time; he is a great and humble man. He doesn't come here and sit around; he greets players in such a way that he makes each one of them feel special."

To top it off this year, former Boston Bruins defenceman brought along a friend and well-known cancer survivor, Derek "Turk" Sanderson, winner of the 1968 Calder trophy and two Stanley Cup Championships. A lucky team even got the privilege to play alongside the « Turk ». On the golf course, Olympic gold medalist Russ Howard signed autographs with Mr. Orr and took part in the traditional photo session with tournament participants.

"We have to remember that an event like this would not be possible without my co-chairman Larry Nelson, the invaluable contribution of our volunteers and the great generosity of all the golfers and sponsors", concluded Losier.

Community involvement is a guiding principle of Assumption Life. The company's employees and representatives also demonstrate their outstanding dedication and great generosity by getting involved in a number of other campaigns, such as the United Way and the Tree of Hope, to name only a few. The more than \$25,000 raised annually through these other fund-raising efforts is also returned to the community! This does not include the countless hours of additional volunteering by members of the Assumption Life team on behalf of a multitude of organizations.



Left to right: Bobby Orr, Russ Howard, Dick Conlin and Derek "Turk" Anderson.
(Picutre: Studio Daniel St-Louis)

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Information:

Denise Abbass

Communications Agent

506-853-5551

mariejosee.plourde@assumption.ca