

INS QUÉBEC PURSUES THE ROLL OUT OF ITS STRATEGIC PLAN WITH THE APPOINTMENT OF RENÉE LAROUCHE AS DIRECTOR, BUSINESS PARTNERSHIP DEVELOPMENT AND FUNDRAISING

Montreal, May 16, 2018 — With a view to adding flexibility to the services provided to athletes and coaches, the President and CEO of Institut national du sport du Québec (INS Québec), Gaëtan Robitaille, enthusiastically welcomes Ms. Renée Larouche as Director, Business Partnership Development and Fundraising. Ms. Larouche will develop and implement strategies and programs aimed at the Institut's business partners and donors. She will begin her new role on Tuesday, May 22, 2018.

“Renée’s experience and expertise will be a major asset for INS Québec,” explains Gaëtan Robitaille. “We were looking for a candidate whose profile would allow the Institut to implement a solid business partnership development and fundraising strategy to increase our independent revenues. We wanted to make sure that we could not only continue rolling out as many high-quality services as possible, but also guarantee maximum flexibility in the operations of the Institut’s Complex.”

“I am very pleased to join the INS Québec team so that I can help continue its mission of supporting high-performance athletes achieve their dreams,” says Renée Larouche. “My knowledge of partnerships combined with my passion for sport are an excellent combination for the Institut’s business development and I am extremely proud to leverage my experience.”

Before joining the INS Québec team, Ms. Larouche was Vice-President, Corporate Partnerships and Events, at The Montreal Children’s Hospital Foundation, during which time she developed the corporate donation strategy and organized fundraisers. Furthermore, she had a brilliant career at Rio Tinto Alcan, in which she held several management positions and was responsible for donations and sponsorships in addition to managing the Rio Tinto Alcan Fund, aimed at the company’s community involvement. Renée Larouche has a Master’s in organizational development from the École nationale d’administration publique.

Madame Larouche is also involved in the development of sport in Quebec, most notably as a member of the board of directors of the Montréal Gadbois speed skating club and as a head finish line judge during provincial short-track speed skating competitions. She also served as head volunteer in charge of protocol and/or public relations officer for various editions of the Grand défi Pierre Lavoie (2009, 2013, 2014, 2015).

About the Institut national du sport du Québec | www.insquebec.org

The Institut national du sport du Québec is a “Catalyst of dreams—one athlete at a time” and acts as a key performance partner for high-performance sports in Quebec and Canada.

With its network of eight regional multi-sport training centres, 17 single-sport training centres and its Complex at Olympic Park, which is home to nine high-performance training groups, INS Québec offers sports-medicine, sports science and personal development services to athletes on Canadian national teams training in Quebec, next-generation athletes, high-performance coaches and sports. A member of the Canadian Olympic and Paralympic Sport Institute Network, INS Québec serves more than 500 high-performance athletes, 2,000 next-generation athletes and the nearly 900 coaches who train them.

INS Québec receives support from the Ministère de l'Éducation et de l'Enseignement supérieur, Sport Canada, Own the Podium, the Canadian Olympic Committee, the Canadian Olympic Foundation, the Canadian Paralympic Committee and the Coaching Association of Canada, in addition to private partners such as CISCO, Bell, Mondo, Teknion | Roy & Breton, Côté Fleury, Inaxsys, B2dix and Sports Experts.

Information:

Evelyne Déry
Communications Coordinator, INS Québec
514-255-1000 ext. 243 | 514-668-2968
edery@insquebec.org