



THE SIMPLE PLAN FOUNDATION HOLDS ITS FIRST FUNDRAISING BRUNCH AND RAISES OVER \$125,000

August 18th, 2008 –The Simple Plan Foundation held its first fundraising event yesterday at Montreal Mel's Cité du Cinéma, presided over by the Foundation's honorary president, Mr. L. Jacques Ménard, president of BMO Financial Group, Quebec. Over 600 guests, including many high-profile personalities were present and enjoyed a brunch hosted by TV personality Virginie Coossa, and an acoustic performance by Simple Plan. The event also included a double auction – both live and silent. Fans of Simple Plan were especially happy to find many objects and souvenirs belonging to the band members and their enthusiastic bids resulted in a significant contribution to the Foundation. In total, the fundraising brunch raised over \$125,000.

Simple Plan's contribution

The members of Simple Plan are very committed to their Foundation and as such they announced that they are constantly developing progressive new ways to raise funds. For example, they recently concluded an agreement with Apple stating that part of the global proceeds from each download of "Save You", the new single from their upcoming, self-titled album available on iTunes, will be donated to the Foundation. In keeping with the spirit of this important collaboration, the band will be present today at the official opening of the Apple Store in downtown Montreal.

Simple Plan also announced its agreement with the Bell Centre where .50 of each ticket sold for their September 13th Montreal show as well as a portion of ticket sales of the band's upcoming Australian and Mexican Tours will go directly to the Foundation. The band hopes to conclude similar agreements with as many producers as possible, to ensure substantial and consistent revenues for the charities that the Foundation supports.

For its next Canadian Tour, the band also made arrangements with several venues where a percentage of the profits from all merchandise sold at the show will be donated to the Foundation.

Fundraising event in Quebec City

The Foundation's financing campaign will continue throughout the year, and this inaugural fundraising event was a golden opportunity for the band to announce its participation in a hockey game featuring "old timers" from the Quebec Remparts and the NHL. The fundraising event will be held at the Pepsi Coliseum in Quebec City, on December 20th- 2008 and will benefit The Simple Plan Foundation as well as three other foundations from Quebec City : la Fondation Le Pignon bleu, la Fondation du Centre psychopédagogique de Québec and la Fondation des Remparts de Québec.

Simple Plan will contribute by giving an acoustic performance at the event.

Also present at Sunday's event, the Mayor of Quebec City Mr. Régis Labeaume and the president of Quebec City's Société du 400th anniversaire, Mr. Jean Leclerc, presented the Mayor of Montreal, Mr. Gérald Tremblay the medal of the 400th anniversary of Quebec City and personally invited him, as well as the "friends" of Simple Plan and all Montrealers to the hockey game. Full details of the event will be announced at an upcoming press conference, in Quebec City.

An exceptional donation to the community of Montreal-North

In his thank you speech, Mayor Tremblay emphasized the relevance of The Simple Plan Foundation's main objectives; citing the recent events in Montreal-North, he said he was convinced that prevention was the key to re-establishing a relationship of mutual trust within the population.

Touched by the fact that so many of the community's youth feel they are facing a dead-end, the members of Simple Plan have decided to make a significant "emergency" contribution to a relevant charitable organization, to be chosen by The Foundation in consultation with community leaders. Their hope is that this gesture will go beyond politics and instead, be seen as an act of solidarity to be followed by other such initiatives, whose ultimate goal is the creation of a more peaceful and open social environment.

The mission of The Simple Plan Foundation

The Simple Plan Foundation launched its fundraising campaign in June of this year when they made their first contributions to about fifteen charitable organizations they have chosen to support and who share their objectives of helping troubled teens, as well as those teens stricken by severe illness, serious handicap, or the consequences of war. In addition, The Simple Plan Foundation works to promote musical education and practice as a means to help young people find a passion and a goal in life. In the course of his speech, Mr. L. Jacques Ménard said he was greatly impressed at how the members of Simple Plan, this group of young people so successful in such a competitive field, have dedicated their time and talent to helping less fortunate youth.

Canadian Tour

Having just returned from their tour in Asia a few short days ago, Simple Plan will embark on its Canadian tour tomorrow. The tour will take them from St-John's Newfoundland to Vancouver, with stops along the way that include shows in Toronto on August 29, Vancouver on September 3 and in Montreal at the Bell Centre on August 26th & September 13th, for the conclusion of the tour.

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