

**Press Release**  
*For immediate release*

## **The SIMPLE PLAN FOUNDATION makes its first donations and kicks off a new campaign.**

Montreal, June 19, 2008 – On the eve of its next Canadian tour, the band Simple Plan announced that the **Simple Plan Foundation** presented its first donations totalling \$100,000. The funds were distributed among several charitable organizations the group holds in high esteem and which share the foundation's objectives. Also announced during the press conference was the launch of the Simple Plan Foundation's new 2008-2009 fundraising campaign. They were joined by Mr. L. Jacques Ménard, President of BMO Financial Group, Quebec and Chairman of BMO Nesbitt Burns, who will serve as the campaign's honorary President.

The first fundraising event will take place August 17 at 11am at Mel's Cité du cinema. Festivities will begin with brunch and a double auction - both live and silent. Afterwards, Simple Plan will perform an acoustic concert. This event offers the opportunity to meet the band in intimate surroundings. The band is counting on the support of all those who hold their cause dear to contribute to the success of this event.

The band launched the Simple Plan Foundation during a concert at the Bell Centre in December of 2005. Its goal is to help young people facing typical teenage problems, illness and handicap, and those affected by war. In keeping with this spirit, the Simple Plan Foundation also promotes music training as a way of helping young people develop a passion and purpose in life.

"We started the Simple Plan Foundation as a way to give back to our community and make a difference. As a result of our personal experience and after reading hundreds of letters and e-mails from fans and talking to them at our shows, we are very sympathetic to the problems facing teenagers today. Also, having had the opportunity to travel the world, we've seen first-hand the harsh realities of children living in war-torn areas. We strongly believe that every child deserves a happy childhood and we hope that we can make a modest contribution", said the members of the band.

For Simple Plan, the launch of its foundation came as a result of its desire to continue the charitable work they've undertaken over the years. Faced with continued requests for their participation, the group felt the need for better structured social engagement in order to achieve maximum impact.

"I was very pleased to see this group of young people who've experienced global success get involved with the youth who are less fortunate", remarked BMO Financial Group, Quebec L. Jacques Ménard, who will preside over the new fundraising campaign. "I wanted to collaborate with them because I truly believe that it is up to the older generations to support those who will soon take their place. They deserve more than what we are preparing to leave them". Known for his community involvement, Ménard launched *Si on s'y mettait...* last March, a book calling upon Quebecers to take on the great challenges facing society, for the benefit of the new generations.

Simple Plan hit the road again with a new show last spring. Before beginning a Canadian tour on August 21 in the Maritimes, Simple Plan will perform in Quebec City on July 1 and perform in other cities including Tokyo and Madrid in July.

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