



## THE SIMPLE PLAN FOUNDATION ANNOUNCES ITS DONATIONS FOR A TOTAL OF \$170 000 AND LAUNCHES ITS SECOND FUNDRAISING CAMPAIGN.

Montreal, September 24<sup>th</sup> 2009

The members of Simple Plan were proud to announce, during a press conference held earlier today at Metropolis' Savoy room, the list of organizations receiving funding from the Simple Plan Foundation's 2009-2010 fundraising efforts. The total amount reaches \$170 000; it's \$70 000 more than last year.

Though many of the recipients are actually repeats from last year, in order to maintain a constant presence within many of the programs the Foundation is involved with, others will benefit new partners whose mission fits more precisely with the Foundation's objectives. Naturally the amount of demands to the Foundation increased tenfold this year, not only in total amount but in the diversity of said demands. Difficult choices had to be made, thusly the Foundation decided to focus its efforts on organizations directly supporting music as a way to help the youth.

The Simple Plan Foundation aims to help young people in need, stricken with serious illness or going through teenage problems: drugs, depression, suicide, poverty and the effects of war. Through donations and work with various groups and organizations, the Foundation strives to make a difference in the lives of this youth. For the band members, the promotion of musical programs in schools is a viable way to help young people develop a passion and to find a sense of purpose in life. Also very important to the Foundation are musical therapy programs for the handicapped or gravely ill children.

### SPONSORSHIP OF "MUSIQUE X" AND "GARAGE À MUSIQUE"

This year, the Foundation has chosen to sponsor musical therapy programs in hospitals as well as music development programs in under-privileged neighborhoods which can offer a safe and accessible environment for the youth to express their creativity with appropriate supervision.

And so it is with great pleasure that the members of the band have decided to sponsor the "Musique X" and "Garage à Musique" programs. Back in August 2008, the band had committed to doing something special for the youth of Montreal-North, and it is through this commitment, along with the support of various partners, that the "Musique X" program was born and developed. Jointly, a similar program was being developed by Dr. Gilles Julien, founder of the centers for social pediatrics; the "Garage à Musique" – specifically created for the development of Hochelaga-Maisonneuve youth through music. For Simple Plan, getting involved with both of these programs was a natural fit, and it is their hope that through this sponsorship more attention will be brought to this worthy cause.

### A BENEFIT CONCERT AT METROPOLIS

During the press conference, the band also launched this year's fundraising campaign. The first benefit event happened later the same evening at the Metropolis. The evening began with a "wine & desserts" cocktail co-hosted by Geneviève Borne & Benoît Gagnon during which fans and guests got a chance to meet & mingle with the band members, and also to participate in a double auction. Following this the band got up on the Metropolis stage to perform a full set of career-spanning hits. Over 800 guests, including several well-known celebrities, attended the event and helped raise close to \$150 000.

The event took place in presence of Mr. L. Jacques Ménard, President, Quebec, BMO Financial Group, and Chairman of the board BMO Nesbitt Burns, who has graciously agreed to renew his commitment as Honorary President of the 2009-2010 Foundation's campaign. Also present was Mr. André Prud'Homme, First Vice-President, CIBC Wood Gundy, who returns as acting President of the board of directors for the Foundation. The band members extended their most sincere gratitude to the invaluable commitment of both of these men. The five members of Simple Plan want to once again thank all of their fans for their undying support, as well as the generous donators and partners whose confidence and generosity helped make this evening a great success.

#### A PROFITABLE PARTNERSHIP WITH ITUNES

Last year, the band set forth to develop new financing programs for the Foundation. After having negotiated with several concert venues on the last world tour for a share of ticket and merchandise sales to go directly to the Foundation, the band also announced a special worldwide partnership with Apple and the Warner Music Group where profits from the sale of the "Save You" single, included on the band's eponymous album available on iTunes, would also go to the Foundation. "Save You" was written for Jay Bouvier, Pierre's brother, who won his long battle against cancer. To this day, this partnership iTunes has raised over \$ 25 000 which will go directly to organizations involved in cancer research.

#### A FOURTH ALBUM

Since the end of their most recent world tour which wrapped up in the spring of 2009, the band has performed at several summer festivals throughout the country, as well as some special concert dates in Moscow and Tel-Aviv. They are now back home and hard at work on the fourth album, with plans of releasing it in the spring of 2010.

- 30 -

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