



Press Release. For Immediate Release.

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## AU PAIN DORÉ IS SUPPORTING FONDATION JASMIN ROY IN THE FIGHT AGAINST YOUTH BULLYING. . . ONE MACARON AT A TIME!

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**Montreal, June 28, 2017** – The Au Pain Doré bakeries are partnering with Fondation Jasmin Roy to help create a positive and harmonious future for youth in their school environments. From September to December, partial proceeds from the sale of blueberry macarons will be donated to support the charity’s mission.

“We are very pleased to support Fondation Jasmin Roy and stand up to bullying, violence and discrimination against our youth,” explains Carole Ladouceur, Senior Brand Manager for Au Pain Doré. “For more than 60 years, Au Pain Doré stores have been involved in the communities they serve and have sought to take concrete action to help them achieve their full potential. By partnering with Fondation Jasmin Roy, we can create a better future for the youth of today and for future generations. It is a privilege to support such a worthy cause.”

Quebec blueberry macarons quite naturally share Fondation Jasmin Roy’s signature colour and are made with blueberries from Saguenay–Lac-Saint-Jean. From September to December 2017, they will be sold in Au Pain Doré boutiques for \$2.25 each and in boxes of six or twelve for \$12.95 and \$24.95, respectively.

“With one in three teens having stated they experienced bullying, 47% of parents reporting that one of their children has been a victim of bullying and 89% of teachers saying that bullying and violence are serious problems, these issues have never been more important,” says Jasmin Roy, Fondation President. “Partnering with Au Pain Doré is a great opportunity to improve the visibility of Fondation Jasmin Roy and increase awareness among elementary and secondary school students about creating positive and caring environments.”

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## ABOUT AU PAIN DORÉ

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The Au Pain Doré bakeries have been a part of the Montreal food scene for more than 60 years. The original bakery on Marquette Street quickly earned a reputation for excellence, drawing a highly esteemed clientele of hoteliers and restaurateurs. The bakery was so successful that it had to expand and relocate its head office, moving to the Hochelaga-Maisonneuve district in 1997. Spurred by this growth, Au Pain Doré created the public bakery counter concept. Today, Au Pain Doré runs nine neighbourhood bakeries and has a variety of traditional French breads and pastries available in grocery stores.

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## ABOUT THE JASMIN ROY FOUNDATION

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The primary mission of Fondation Jasmin Roy is to fight bullying, violence and discrimination against elementary and secondary school children. Its goal is to promote caring environments for students by supporting and organizing various initiatives that provide more effective intervention with victims, aggressors and witnesses. The Fondation Jasmin Roy team is committed to finding long-term solutions to the problems of violence and bullying in all walks of life.



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For more information on the macarons or on the Jasmin Roy Foundation,  
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