



## **PRESS RELEASE**

For immediate release

### **1<sup>ST</sup> EDITION OF THE *SOLENO SUSTAINABLE CHALLENGE - SITTING AND STANDING*, A FIRST IN NORTH AMERICA**

**Saint-Jean-sur-Richelieu, March 13, 2017** - Soleno, a Quebec company and corporate citizen, is proud to announce the first edition of the *SOLENO SUSTAINABLE CHALLENGE - SITTING AND STANDING*, a team tennis tournament to be held next September in Trois-Rivières. Under the chairmanship of Steve Charbonneau, former football player for the Montreal Alouettes and President of the Adaptive Sports Foundation (ASF), this unique tournament in North America aims to promote the efforts of people with disabilities as examples of courage and determination, both personally, professionally and in sports.

As a demonstration to Quebec businesses that life with a disability can be a source of inspiration, the tournament will bring together a player “sitting” in a wheelchair and one “standing” player. “Standing” participants will come from Quebec companies involved in recycling and sustainable development, while “sitting” participants will be chosen by Parasports Québec.

#### **SOLENO SUSTAINABLE CHALLENGE - SITTING AND STANDING**

In association with Tennis Québec, the Trois-Rivières Tennis Association and Parasports Québec, the *SOLENO SUSTAINABLE CHALLENGE - SITTING AND STANDING* will be held outside on Saturday, September 9, 2017. The event will be followed by a reception where the winning duo will be recognized. Throughout this family-friendly activity, it will also be possible for players and guests to travel around an obstacle course in a wheelchair to better understand the reality of a person with reduced mobility.

Andréanne Martin, Director for Regional and Technical Development at Tennis Québec, states that “Tennis Québec is pleased to join in the first ever *SOLENO SUSTAINABLE CHALLENGE*. This initiative promotes the adoption of a healthy and active lifestyle by playing tennis and is directly related to the mission of Tennis Québec. “Standing” tennis players and those in wheelchairs rarely play together during supervised activities. It is with such innovative initiatives as the *SOLENO SUSTAINABLE CHALLENGE* that we can say that tennis is truly the sport of a lifetime, regardless of age, gender, social status, size or physical condition!”



Alain Poirier, president of Soleno, Steve Charbonneau, former football player for the Montreal Alouettes and president of the Adaptive Sports Foundation (ASF) and Guillaume Villemure, Manager, Development & Procurement at Soleno Recycling

### **About Soleno**

Leader in providing solutions for the control and management of storm water, Soleno manufactures and distributes a wide range of products for the collecting, conveying, treating and storage of storm water for the industrial, commercial, residential, infrastructure, natural resources and agricultural development sectors. Most Soleno products are made of high density polyethylene (HDPE), a lightweight and strong material with a service life that can exceed 100 years. Manufacturing of these products is done in our Saint-Jean-sur-Richelieu plant, in Quebec. Soleno employs about 300 workers. In September 2013, Soleno became the majority partner of one of the RCM Group's factories, located in Yamachiche.

### **About Soleno Recyclage**

Soleno Recycling is a major recycler and conditioner of (70 million plastic containers annually) from domestic and industrial usage in Quebec. In partnership with a social economic company, Soleno Recycling allows people with functional disabilities to enter the labour market. The materials that result from this process are mainly reused in solutions and products manufactured by Soleno. Its activities enable nearly 65 people, the vast majority of whom have functional limitations, to have a permanent job.

### **About Parasports Québec**

Parasports Québec is a nonprofit organization that represents more than 350 athletes in five major sports: athletics, basketball, powerchair soccer, rugby and tennis. While promoting socialization, its mission is to coordinate and promote accessibility in sports for people with a physical limitation, by means of practical and specific programs to maintain and improve their fitness. Its mission also includes providing members with all the services for the development of sport excellence, while promoting the inclusion of parasports within sporting events of international scope.

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