



PRESS RELEASE

For immediate release

THE 1ST EDITION OF THE SOLENO SUSTAINABLE CHALLENGE - SITTING AND STANDING RAISES \$6800

Saint-Jean-sur-Richelieu, December 18, 2017 – The first edition of the *SOLENO SUSTAINABLE CHALLENGE - SITTING AND STANDING*, organized by Soleno on September 9 at Lavolette Park in Trois-Rivières, welcomed more than 125 guests, including 28 players. The grand winners of this tournament, which is unique in North America, are Yann Mathieu (sitting), a Paralympic and tennis player from Trois-Rivières, as well as Marc-Antoine Ducharme (standing) from Parasports Québec.

The goal of this tournament was to promote the work of people with disabilities as examples of courage and determination, both personally, professionally and athletically. The creator of this tournament, Guillaume Villemure, Director of Development and Supply at Soleno Recycling, says that for this “first edition of the *SOLENO SUSTAINABLE CHALLENGE - SITTING AND STANDING*, we were all very excited to welcome the wheelchair players, those at environmental companies and visitors.” He emphasizes even more that with “the quality of the exchanges during the games, the spectators and the atmosphere around the event, the day went beyond our expectations.”

This successful day raised close to \$6800, thanks to the generosity of participating companies from the environmental sector, such as Bellemare Environnement, Cascades, Groupe Aptas, Groupe RCM, Récupération Frontenac, Récupération Marronniers, RMR, Société VIA and Tricentris.

Thanks to these donations, Parasports will be able to continue the sustainability and development of wheelchair tennis in the Mauricie. Francis Ménard, General Manager of Parasports Québec, says that “*the unprecedented reach of wheelchair tennis has exceeded our expectations and we hope that the event will return in the years to come.*” Mr. Ménard took the opportunity to underline Mr. Villemure’s involvement: “*We want to congratulate you personally on the success of your event and your involvement in the sport, and we thank Soleno and all the donors for their contribution.*”

The organizing committee would like to thank the volunteers, all participants and guests, as well as the partners of this event: the Trois-Rivières Tennis Association, Parasports Québec, Tennis Québec, Archibald and the Sept24 ad agency.

“*What a pleasure it was for Tennis Québec to have participated in this first edition! This one-of-a-kind event is a powerful demonstration that tennis is truly for everyone and is the sport of a lifetime!*” says Andréanne Martin, Director of Regional and Technical Development for Tennis Quebec.

By participating in the event, guests were able to see that
life with a disability can be a source of inspiration!



Watch the *SOLENO SUSTAINABLE CHALLENGE - SITTING AND STANDING (French version only)*:
<https://vimeo.com/248013230>

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.

About Soleno Recycling

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.

Media Relations

Christel Liburdy

Marketing and Communication Manager

cliberdy@soleno.com