



PRESS RELEASE
For Immediate Release

**CULTIVATING HEALTH: SOLENO'S MORE THAN POSITIVE OUTCOME
FOR THE BENEFIT OF THE QUEBEC BREAST CANCER FOUNDATION**

Saint-Jean-sur-Richelieu, December 5, 2018 - In the aftermath of the fund raising "Cultivating Health", we can say mission accomplished for **Soleno**, which is about to hand \$45,000 to the Quebec Breast Cancer Foundation! The campaign, which took place over a little more than two months, has not only allowed to achieve the set financial objectives, but has exceeded the expectations of all in triggering a unique wave of awareness. For the campaign "Cultivating Health", the company Soleno, which is a master in the art of shape up conventions, has transformed its flagship product - a 4-inch black drain roll 1.2 km long - in a pipe wearing the pink ribbon color, for a total of 960 km of agricultural drains for the good of this cause.

Soleno, the first link of a long solidarity chain

While each meter of pink drain sold has contributed to the fight against the disease, the campaign also aimed to raise awareness among the population, and to generate a solidarity movement which exceeds the individual gesture. A strategy that has proved to be a success.

Rooted in the heart of the company, the movement quickly spread among all employees - who jumped feet first in this adventure and were actively involved throughout the campaign -, and the effects were felt all the way to the Foundation:

"The results are extraordinary! [...] We get a lot of calls from people who want to know how the money is invested, how they can help, what services we offer ... [The Campaign] has allowed us to demonstrate the extent of our presence for this community which suffers."

-Nathalie Tremblay, MBA and CEO of the Foundation

Ms. Tremblay adds:

"We can already see, and we already received some calls. We already have new partners who want to commit themselves, who have seen this and have told us how fabulous it was. And they come from completely different background, that's what makes it so extraordinary! "

A never ending fight

Although a battle has been won, the war is far from over when it comes to breast cancer. At **Soleno**, which is not newcomer when it comes to generous actions for its community, it's a well known fact. That is why, above and beyond handing a check, the company felt it was important to make a brightening action that would be echoed everywhere in the region.

*"This is also what **Soleno** intended to do. Raising funds, of course, but also reminding people that this struggle is far from being over. That there are still many victims, women, men and their entire family, and that we must continue to support them. "*

-Errol Duchaine, spokesperson for the "Cultivating Health" campaign

To donate to this cause or to see details of the campaign, visit the cultiverlasante.ca

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. These products are mainly manufactured in our Saint-Jean-sur-Richelieu plant, in Quebec. Today, Soleno is a group of 4 business units, Soleno, Soleno Recycling, Soleno Service and Soleno Textile, and employs 400 workers. To learn more about Soleno, click here: soleno.com

About the Quebec Breast Cancer Foundation

The Quebec Breast Cancer Foundation is the only philanthropic organization whose research investments in the fight against breast cancer are made exclusively here in Quebec. For more than 24 years, it has raised more than \$46 million, which has been distributed to support cutting-edge research and to defend the interests of people with breast cancer and their families. The funds raised by the Foundation are also invested in support of innovation, awareness and education. Researchers, volunteers, donors, families, all are bound by the same hope: to increase the survival rate of people affected by breast cancer so that one day they can achieve a complete cure.

Picture caption 1 (left to right): Alain Poirier, President of Soleno, Karine Iseult Ippersiel, Vice-president, development, partnerships and strategic alliances, Errol Duchaine, journalist, speaker and former host of La Semaine verte.

Picture caption 2 (left to right): Alain Poirier, President of Soleno and Karine Iseult Ippersiel, Vice-president, development, partnerships and strategic alliances.

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