



PRESS RELEASE
For immediate publication

**Initiative by BNP Strategies and action by public cégeps pay off:
New Hydro-Québec donation and sponsorship policy
to include public cégeps**

Montréal, 8 September 2009 - In the wake of the decision by Hydro-Québec to revisit the corporation's donation and sponsorship policy, BNP Strategies took the initiative on August 17th to urge public cégeps and cégep foundations in Québec to request that they be officially included in the policy, which was not the case previously.

We are pleased to advise you that as a result of BNP initiative and action taken by a number of various public cégeps, public college-level educational institutions have indeed been included as eligible beneficiaries under Hydro-Québec's new donation and sponsorship program.

We firmly believe that your joint efforts combined with action taken by BNP played a role in shaping this new policy which will soon be posted online. To view the Hydro-Québec press release (in French), click on the following link:
www.hydroquebec.com/4d_includes/surveiller/PcFR2009-126.htm

Leader in education sector philanthropy, BNP Strategies is THE consulting firm of choice of public cégeps and cégep foundations across Québec. You can count on BNP availability and assistance with all manner of funding campaigns and related endeavours.

Please feel free to contact us at any time for information and details regarding philanthropic management.

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