

PRESS RELEASE
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**Communicating Life Sciences to the Public:
Winners of “Tweete tes neurones!” challenge pitch in**

Montréal, November 28, 2011 – Génome Québec and the Québec Consortium for Drug Discovery (CQDM) are happy to announce the winners of the “Défi Tweete tes neurones!,” a contest organized to promote the life sciences sector, in particular medical and biopharmaceutical research.

The winning team, which included **Cyril Bernier, Anthony Hachez** and **David Pontbriand**, marketing communication students at École des Hautes études commerciales de Montréal, was awarded a \$10,000 cheque for its top-notch promotional campaign entitled, “Parlons-en de vive voix.” The project’s goal was to create an original approach to raising awareness and connecting with individuals 18-34 regarding the importance of technological breakthroughs in Québec’s life sciences sector.

According to Marie-Kym Brisson, Génome Québec’s Vice President for Public Affairs and Communications, the results far exceeded the expectations of the contest organizers. “We were pleasantly surprised by the students’ proposals. We received a total of 11 high-quality projects and selected four teams in the semi-final round; they were from Université Laval, McGill and HÉC. The task of choosing a winner was not an easy one for the jury, which just goes to prove that Québec’s next generation really has what it takes in terms of ingenuity!”

“This initiative is quite refreshing in our area of work,” added Diane Gosselin, Vice President for Research and Business Development at CQDM. When it comes to our involvement with the medical and biopharmaceutical research sector, we strive to think outside the box. With this contest organized for university students, we were able to explore new ways of reaching the general public, including social media.”

Isabelle Perras, Vice President and General Manager of Citoyen Optimum and President of the “Défi Tweete tes neurones” jury also shared this view. “The development of the life sciences sector, along with a greater understanding and sense of pride in our scientific achievements, must come from the generations that will follow in our footsteps. Focusing on their ingenuity and making them more aware of the issues affecting the sector is a stimulating way to make a difference through our work in marketing communications.”

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About Génome Québec

Génome Québec is an organization that aims to support Québec’s scientific and socioeconomic development by funding key initiatives in genomics research and implementing programs to integrate research results into the health and natural resources sectors. The funds invested by Génome Québec are provided by the ministère du

Développement économique, de l'Innovation et de l'Exportation du Québec, the Government of Canada through Genome Canada and private partners.

To learn more: www.genomequebec.com

About the Québec Consortium for Drug Discovery

Québec Consortium for Drug Discovery (CQDM) is a meeting ground for all stakeholders in drug research. Its primary mission is to fund research projects carried out in partnership between academic and hospital milieus in the public sector and pharmaceutical and biotechnology industries in the private sector.

To learn more: www.cqdm.org

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