

**C Press Release** For immediate release

**MEMORABLE TRIBUTE TO LUC MAURICE’S CONTRIBUTIONS TO THE IUGM**

**Montreal, March 23, 2023** – On March 22, the Foundation of the Montreal University Geriatric Institute (IUGM) held a Dégustation-Découverte gala, where it paid a touching and vibrant tribute to the contributions and unswerving commitment of its outgoing Board Chair, Luc Maurice.

The IUGM wanted to thank him for his commitment to the organization and his positive impact on the cause of “better aging”, as he passes the torch to the new Chair after nearly 10 years. Since taking up his Board duties, Luc Maurice has always had great ambitions for the Foundation. In addition to showing tireless support for aging research, he took concrete steps to ensure that the Foundation has the resources it needs to carry out its work and activities aimed at improving seniors’ living conditions and personal health. It bears repeating that the Foundation’s values and mission are perfectly aligned with those of the man and of [Le Groupe Maurice](https://www.legroupemaurice.com/en/about-us/our-mission-and-values/).

# **High-impact initiatives**

In keeping with his philosophy, Luc Maurice gave 100% throughout his tenure as Chair as he sought to raise awareness among his private and professional acquaintances alike. Since he took up his duties as Chair, $647,331 in donations were made via his own foundation, along with approximately $813,500 from Le Groupe Maurice itself. In 2012, Luc Maurice successfully raised $600,000 for the construction of an amphitheatre at the Montreal University Geriatric Institute to facilitate the holding of larger-scale gatherings. All told, over **$2,060,800** was raised while he served as Chair!

And these generous contributions don’t stop there! Seeking to improve seniors’ health and to promote their status and socialization, Luc Maurice raised awareness further still by bringing together COGIR, Chartwell and Le Groupe Maurice in 2015/2016 to organize PartÂge, a large-scale networking event at which the main actors in Quebec’s senior housing sector share their expertise. All proceeds go to [Centre AvantÂge](http://centreavantage.ca/), which publishes the results of IUGM’s most recent scientific research.

While Luc Maurice may be leaving his position as Chair, his dearest wish is that the FIGM will continue to promote its humanist goals in pursuit of excellence while advancing scientific research and thus enhancing seniors’ well-being across Quebec. To be sure, seniors’ quality of life has been improving. Still, it is important for us not to rest on our laurels or become complacent with the status quo.

**Quote**

“Mr. Maurice has undeniably left his mark on the Foundation during his time with us. He brought a dose of energy, generosity, and sensitivity to all our members and the business community. He has left his mark and it is clear that we will continue in his footsteps; he remains an inspiration for us,” said IUGM’s Chief Executive, Francine Senécal.