



## PRESS RELEASE

Montreal, November 29<sup>th</sup>, 2011

Founded in 1992, the PEAK Financial Group, Canada's premier independent full service dealer, has an unrivalled reputation in the financial services industry and provides its expertise to a network of over 1,000 independent financial Advisors and registered professionals, well established in wealth management, mutual funds, securities, insurance and financial planning.

The PEAK Financial Group has over \$ 6 billion in assets under administration and an enviable life insurance portfolio. The PEAK Financial Group is comprised of 5 member companies: PEAK Investment Services Inc., PEAK Financial Services Inc., PEAK Securities Inc., PEAK Insurance Services Inc. and Promutuel Capital Financial Services Firm Inc.

Thanks to the shared values of integrity, independence, and innovation within the PEAK Financial Group, PEAK and its network of independent financial Advisors have earned the trust of over 135,000 investors, from coast to coast.

### Information

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### **PEAK Financial Group supports the *En Coeur* Foundation and Dr. Lysanne Goyer, Ph.D. in her attempt to conquer the Everest Marathon**

PEAK has sponsored Dr. Lysanne Goyer, Ph.D., the first Quebecer, who will attempt the 14<sup>th</sup> edition of the Everest Marathon, this Friday December 2, 2011. Her goal is to raise \$25,000 to fund *En Coeur*, a Quebec-based Foundation which helps children with heart disease and also to raise awareness of her personal initiative in schools and families which she nicknamed *Trois petits pas en coeur avec Lysanne*.

Through this initiative, she wishes that the next generation will live as long as the current one, despite statistics that seem to show otherwise. Therefore, she asks that we all take a small step per day in terms of leading a healthier lifestyle including proper diet, physical activity and personal well-being.

Lysanne chose to help the *En Coeur* Foundation launch an exercise laboratory at the Sainte-Justine hospital in Montreal, to assess the physical condition of sick children and give them the means to improve their health and well-being. As well, 30% of the donations will be given to the Sir Edmund Hillary Foundation to help the kids in Nepal, the host country of her challenge.

Dr. Lysanne Goyer, Ph.D., is a health psychologist and holds a post-doctorate from the Harvard Medical School where she was Clinical Director, Center for Training in Mind / Body Medicine. After 15 years in clinical research, she recently founded her own business, GOJI Coaching (<http://www.gojicoaching.com>), whose mission is to inform and empower children, adults and businesses (company executives and employees) with health behaviors and attitudes needed to develop a healthy lifestyle. She is also vice president of the Healthy lifestyle program at l'Enjeu medical center.

Lysanne will join the PEAK network during the National Conference to share her motivational story about her experience and adventures in preparing for the Everest Marathon.

With a network of over 1,000 registered professionals and employees in Canada who assist over 135,000 investors, the PEAK Financial Group continues to prove that the firm is an influential actor in the financial services industry in Canada.

**INDEPENDENCE**  
AT THE CORE OF A SOLID NETWORK