



Caroline Phaneuf Communications

Caroline Phaneuf Communications created and carried out the public/media relations strategy for Shriners Hospitals for Children – Canada's fundraising and public awareness partnership with Spartan Race Canada. Here are the results for the 2015 and 2016 seasons:

*Please note: patient spokesperson Jeffrey Beausoleil spoke at three elementary schools as well to promote his Spartan Race goal and Shriners Hospitals for Children – Canada's message.

2015

(TV, English) CTV News Montreal, Monday, May 11, 2015

<http://montreal.ctvnews.ca/video?clipId=611728&playlistId=1.2369555&binId=1.1332485&playlistPageNum=1>

(TV, English) Global News Montreal, Monday, May 11, 2015

<http://globalnews.ca/news/1991179/born-without-hand-leg-16-year-old-aims-for-spartan-race/>

(Radio, English) CJAD 800 AM, The Barry Morgan Show, Wednesday, May 13, 2015
(Find podcast from May 13 "Born without hand, foot, 16-year-old aims for Spartan Race")

<http://www.cjad.com/Shows/BarryMorganShow.aspx>

(TV, English) CTV National News, Wednesday, June 3, 2015

<http://www.ctvnews.ca/video?clipId=628044&playlistId=1.2405736&binId=1>

(TV, French) TVA, morning show, Salut Bonjour weekend (throughout Quebec), Saturday, June 20, 2015 – aired several times

<http://tva.canoe.ca/emissions/salutbonjour/chroniques/sbwe/extras/244031/des-spartan-race-tout-lete-malgre-son-handicap-physique#.VYbh-eAQOWA.facebook>

(TV, French) Radio-Canada, Le Téléjournal de 18 h (Québec), Saturday, June 20, 2015, 6 p.m. (advance within newscast to 4:06)

http://ici.radio-canada.ca/emissions/telejournal_quebec/2011-2012/integrales.asp

(Print, French) Le Journal de Québec, Sunday, June 21, 2015

<http://www.journaldequebec.com/2015/06/20/un-handicape-releve-le-defi-de-la-spartan-race>

(Print, French) Le Journal de Montréal, Sunday, June 21, 2015

<http://www.journaldemontreal.com/2015/06/20/un-handicape-releve-le-defi-de-la-spartan-race>

(Radio, French) FM 93 (Québec) with Miriam Ségal, Sunday, June 21, 2015 at 8:20 A.M. (wait a few seconds to hear the interview)

<http://www.fm93.com/lecteur/audio/jeffrey-beausoleil-un-patient-de-16-ans-de-l-hopi-277009.mp3>

(Radio, English) CJAD 800 AM (Montreal), The Exchange with Yolande James, Friday, July 3, 2015 (Choose July 3 podcast. Interview from about 8:59-20:07)

<http://www.cjad.com/TheExchange.aspx>

(TV, French) Radio-Canada, Le Téléjournal de 18h (Ottawa-Gatineau), Saturday, July 4, 2015

<http://ici.radio-canada.ca/regions/ottawa/2015/07/04/004-spartan-race-gatineau-malformation-jeffrey-beausoleil.shtml>

(TV, English) CBC News at 6 (Ottawa), Saturday, July 4, 2015 (advance to 4:54)

<http://www.cbc.ca/player/News/Canada/Ottawa/ID/2671120763/>

(Radio, French) RougeFM (Gatineau), Saturday, July 4, 2015

(TV, English) Global National News, Friday, July 17, 2015 (See in opening teaser. Story airs after last break around 19:40)

<http://globalnews.ca/national/program/global-national/>

(TV, English) CTV News Toronto, Saturday, July 18, 2015

<http://toronto.ctvnews.ca/video?clipId=659920&playlistId=1.2476097&binId=1.815892&playlistPageNum=1&binPageNum=1>

(Print, English) Toronto's City Life Magazine, Aug/Sept 2015

2016

(TV, French) TVHR (local Saint-Jean-sur-Richelieu TV show), Eric Latour show, May 19, 2016

<https://youtu.be/T9KCWsmGvcw>

(TV, English) Global News Montreal, Monday, May 30, 2016, 5:30 pm news :

<http://globalnews.ca/video/2730700/spartan-race-beating-the-odds>

(TV, French) TVA, Monday, May 30, 2016, 6pm news:

<http://www.tvanouvelles.ca/2016/05/30/trois-jeunes-courent-pour-remercier-leur-hopital>

(TV, English) CITY TV, BT Television, Tuesday, May 31, 2016, several times during morning show:

<http://www.btmontreal.ca/videos/4920795179001/>

(Radio, English) CJAD, Barry Morgan Show, Tuesday, May 31, 2016:

<https://soundcloud.com/barry-morgan-show/shriners-raising-money-by-running-spartan-races-may-31-2016>

(Radio, English) CBC Radio Montreal, Homerun, Thursday, June 2, 2016:

(Print, English) The Suburban, Wednesday, June 8, 2016

http://www.thesuburban.com/news/west_island_news/shriners-hospital-patients-take-on-spartan-race/article_dc983a1e-a647-5bd5-8acd-79c7a3d1e115.html

(Print, French) Le Canada Français (St-Jean-sur-Richelieu), June 8, 2016:

(Print, French) L'Express Outremont, June 9, 2016

(Print, Web and Video, French) Le Soleil, (COVER) Québec

<http://images.lpcdn.ca/une/lesoleil.jpg?ts=1465223933>

Print story:

<http://www.lapresse.ca/le-soleil/actualites/la-capitale/201606/05/01-4988737-jeffrey-a-releve-le-defi-de-la-spartan-race.php>

Video report:

<http://www.lapresse.ca/videos/201606/05/46-1-jeffrey-participe-a-la-spartan-race-de-quebec-pour-une-bonne-cause.php/8e9f12fa9a954960a910beb29fbe0660>

(Print, French) Journal de Québec

<http://www.journaldequebec.com/2016/06/05/il-veut-amasser-10-000-pour-lhopital-shriners>

(Print, French) Québec Hebdo (tc media)

<http://www.quebechebdo.com/Sports/2016-06-05/article-4550322/%26laquo%3BTous-les-obstacles-de-la-vie-peuvent-etre-surmontes%26raquo%3B/1>

(Print, English) Ottawa Citizen

<http://ottawacitizen.com/news/local-news/disability-not-stopping-this-spartan-race-runner>

(Print, English) Edmonton Sun

<http://www.edmontonsun.com/videos/4955179602001>

(TV and Web, English) Global News, Edmonton

(@ 8:57 into newscast)

<http://globalnews.ca/video/2787224/global-news-hour-at-6-june-25/>

Print story (information not reflective of correct information in newscast story)

<http://globalnews.ca/news/2786880/canadian-organization-focused-on-helping-sick-kids-holds-first-fundraiser-in-edmonton/>

(TV, English) CTV News Toronto, 6 pm

<http://toronto.ctvnews.ca/video?clipId=903554&playlistId=1.2970786&binId=1.815892&playlistPageNum=1&binPageNum=1>

(Radio and Web, English) CBC News, Sunday, July 31 & Monday, August 1

<http://www.cbc.ca/news/canada/montreal/montreal-jeffrey-beausoleil-spartan-race-shriners-hospital-1.3702540>

(Print and Web, French) La Presse+ (COVER and page 2), Tuesday, August 2, 2016

http://plus.lapresse.ca/screens/65dfde80-f970-47a2-91a9-13dfe501dc08%7C_0.html

(TV and Web, English) CTV News Montreal, Sunday, August 7

<http://montreal.ctvnews.ca/video?clipId=925950&binId=1.1332485&playlistPageNum=1>

Online story:

<http://montreal.ctvnews.ca/shriner-s-patient-doesn-t-let-disability-keep-him-from-taking-on-spartan-races-1.3018756>

(Print and Web, English) The Montreal Gazette, August 17, 2016, A6

<http://montrealgazette.com/news/local-news/double-amputee-runs-spartan-races-to-raise-money-for-shriners-hospital>

(TV, English) Global News Calgary

<http://globalnews.ca/video/2881734/competitor-with-cerebral-palsy-tackles-calgary-spartan-race-thanks-to-shriners-hospital>

(TV, English) CBC News Calgary (go to the 11:22 mark):

<http://www.cbc.ca/player/play/743994435545>

(TV, English) CTV News Calgary (at the 9:00 mark).

<http://calgary.ctvnews.ca/video?clipId=924352&binId=1.2099013&playlistPageNum=1>

(TV and Web, French) Radio Canada Alberta (go to 1:38 mark)

<http://ici.radio-canada.ca/regions/alberta/2016/08/13/003-en-bref-ici-alberta-samedi-emission-reportage.shtml>

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<http://ici.radio-canada.ca/regions/alberta/2016/08/14/001-philippe-arsenault-handicap-cpcurse-spartan-calgary.shtml>

(Print, English) Calgary Sun

<http://www.calgarysun.com/2016/08/13/disabled-montreal-man-tackles-calgary-spartan-race>

(Print, English) Calgary Herald

<http://calgaryherald.com/news/local-news/teen-with-cerebral-palsy-takes-on-demanding-spartan-race>

(Radio, English) CBC News Homerun, Montreal, Monday, August 15, 2016 5:50pm

(TV, English) CTV News Edmonton, Sunday, September 4, 2016

<http://edmonton.ctvnews.ca/young-man-with-cerebral-palsy-completes-red-deer-spartan-race-1.3058433>

(TV, English) Shaw TV Red Deer

<http://www.shaw.ca/ShawTV/reddeer/>