



Press release

For immediate release

Caisse Desjardins Saint-Eustache-Deux-Montagnes to sponsor Ville Deux-Montagnes' 90th anniversary

Deux-Montagnes, October 17 – Richard Tassé, General Manager of the Caisse Desjardins Saint-Eustache-Deux-Montagnes (Caisse), and Marc Lauzon, Mayor of Ville de Deux-Montagnes, have signed a partnership agreement whereby the Caisse agrees to give the City \$2,500 for the creation of communication tools linked to Ville de Deux-Montagnes' 90th anniversary.

Ville de Deux-Montagnes was officially founded on August 18, 1921. The municipality of Saint-Eustache-sur-le-Lac was renamed Cité des Deux-Montagnes in 1963 and then Deux-Montagnes in 1982. Although there are several theories, it seems that Deux-Montagnes got its name from the two mountains that the *coureurs de bois* (wood-runners), travelers and Amerindians could see on the lake's northwest shore past the Sainte-Anne-de-Bellevue portage. One of them is Calvaire mountain and the other, its twin, is Saint-Joseph-du-Lac hill.

A classic yet dynamic banner

Ville de Deux-Montagnes' 90th anniversary banner has a crest showing the City's age (90) and its coat of arms. The blue background features a repeated fleur-de-lis, symbol of France and the French community, and a silver rose, emblem of England and the English community. The crest is adorned by a gold ribbon marking the City's venerable age.

The slogan "*90 years young and still going strong!*" and the French version "*90 ans, toujours en mouvement!*" reflects Deux-Montagnes' vibrant community, whose average age is under forty. The City may be 90 years old, but it continues to evolve and adapt to the needs of its citizens.

Worked into the banner are the logos of Ville de Deux-Montagnes and the Caisse Desjardins Saint-Eustache-Deux-Montagnes, the 90th anniversary's main sponsor.

90-year history in pictures

Internet users are invited to visit the Ville de Deux-Montagnes website. To mark the 90th anniversary, a montage of 90 then-and-now pictures has been posted on the City's home page: www.ville.deux-montagnes.qc.ca.

"We can mark the 90th anniversary of the City with fanfare thanks to the financial contribution of the Caisse Desjardins Saint-Eustache-Deux-Montagnes. The banner is wonderful, and I invite all citizens to go to our website and view the magnificent past-and-present pictures depicting the history of Deux-Montagnes," said Marc Lauzon, Mayor of Deux-Montagnes.

Richard Tassé, General Manager of the Caisse Desjardins Saint-Eustache-Deux-Montagnes, concluded, "As a financial cooperative, we are committed to supporting our local municipalities in order to improve the quality of life of our fellow citizens. 90 years of municipal services is worth celebrating. This partnership agreement is yet another example that the Caisse is committed to its mission, which is to contribute to the community's social and economic well-being."

The coat of arms

The red background represents the bloodshed of the colony's early days, commemorating our ancestors' heroic struggles. The fleur-de-lis represents the French community and the silver rose, the English community, the wavy silver surface evokes the Lac-des-Deux-Montagnes shore, the spear and halberd are reminiscent of the bloody battles of 1837, the two crossed swords represent the battles and ensuing period of coexistence between the two communities, and the branches and maple leaves symbolize Canada. The handshake emphasizes harmony and the motto "IN LABORE UNITAS" means *together in a common cause*.

Source and information: Anne Gauthier or Valérie Sauvé
Communications Department
Ville de Deux-Montagnes
450-473-1145