



PRESS RELEASE

For immediate release

Second Hand Month: Little Brothers open a second Boutique on Mont-Royal Avenue

Montreal, August 28, 2023 – Little Brothers, who are present throughout Quebec to support lonely and isolated seniors, will open a second Boutique on September 1, on the lively Mont-Royal Avenue, to coincide with Second Hand Month.

Located on Gilford Street in Montreal, the first Little Brothers' Boutique has played an important role in the neighborhood and community since it opened in the early 1980s. It has quickly become a warm and welcoming place, creating bonds between employees, volunteers, customers and the seniors who frequent it. Proceeds from the Boutique contribute an average of \$350,000 a year to the Little Brothers Foundation.

Building on its success, Little Brothers' Boutique will be opening a second store to better respond to the general public's craze for second-hand items and recycling to limit waste. It will thus strengthen its roots in the Plateau-Mount-Royal community, offering a new, friendly local shopping place where you can find a vast array of quality, one-of-a-kind items at low prices, with new arrivals every day.

This success is made possible by the commitment of our community of loyal volunteers, employees and donors. A total of 45 to 60 volunteers give at least 4 hours of their time every week, contributing through their social involvement to the warm atmosphere that is unique to the Boutique.

Little Brothers is a non-profit organization, and 100% of Boutique profits are donated to [the Little Brothers Foundation](#) to support its work and break the isolation of seniors in Quebec.

The project to open the second Little Brothers' Boutique was [supported by PME Montréal](#).

Shopping at the Little Brothers Boutique: a good Deed for Seniors, Your Wallet and the Planet!

The Boutique makes a real difference on many levels by:

- contributing to Little Brothers' mission across Quebec with its profits;
- creating a sense of belonging for seniors who come to the shop;
- valuing the volunteer commitment and participation of those involved;
- offering affordable goods to its customers;
- giving new life to second hand objects;
- reducing waste;
- offering free items and clothing to seniors supported by Little Brothers.

Visit us at one of our two locations:

- 1380 Rue Gilford, Montréal, QC H2J 1R7
- 1284 Avenue du Mont-Royal Est, Montréal, QC H2J 1Y3

For more information:

- <https://littlebrothers.ca/boutique/>
- <https://www.facebook.com/BoutiqueLesPetitsFreres/>

About Little Brothers

For 60 years, the mission of [Little Brothers](https://littlebrothers.ca) has been to counter the isolation of lonely seniors by creating a committed and loyal family around them. Active in 12 regions of Quebec, the organization is the only one to accompany seniors free of charge forever, whatever their condition, right up to the end of their lives and even beyond. With an average age of 85, these people, affectionately nicknamed " Great Friends ", benefit from a network of support and mutual aid for around four years, but this can extend to more than ten years. The majority live on low incomes, and almost a third suffer from complex health problems. Actress Marie-Thérèse Fortin is the spokesperson for Little Brothers, and for the past fifteen years, actress Béatrice Picard has been its Patron. More details at littlebrothers.ca.

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Source : Little Brothers
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