



**Little  
Brothers** Embracing  
the Elderly

**PRESS RELEASE**  
**For immediate release**

## **NOTICE OF APPOINTMENT**

### **Little Brothers warmly welcome their new President and CEO, Catherine Harel Bourdon**

**Montréal, August 21, 2023** — The members of the Board of Directors of the Little Brothers organization and its Foundation announce the appointment of Catherine Harel Bourdon to the position of President and CEO. Ms. Harel Bourdon's skills in governance and organizational management, as well as her strong desire to improve the quality of life of the citizens around her, make her an exceptional candidate for this role. Her great ability to express herself in public and to create sincere interpersonal relationships will also enable her to act as a spokesperson to carry loud and clear the mission of countering the isolation of seniors.

Well positioned for continued growth, Little Brothers begins a new chapter in its leadership after more than 60 years of existence in Quebec. With this nomination, Ms. Harel Bourdon becomes the very first CEO in the organization's history.

Over the years, Little Brothers has expanded into 12 administrative regions of Quebec," says Paul Noiseux, Chairman of the Board of Directors of Little Brothers Corporation and Foundation. We have a significant impact on the lives of nearly 2,600 isolated seniors every year, and we always want to do more. We are confident that Ms. Harel Bourdon's experience and influence will lead us through our next phase of growth, and positively inspire the 2,900 volunteers who commit themselves with us."

Prior to this role, Catherine Harel Bourdon held the position of President of the Commission scolaire de Montréal (CSDM) for over 7 years and, more recently, that of Governance Advisor at Mouvement Desjardins, two positions which enabled her to demonstrate her qualities as a unifier. With a Master's degree in Business Administration (M.B.A.), a Bachelor's degree with a major in Political Science and a wealth of relevant experience as a journalist with the news media, she is deeply interested in the people around her and the social issues that affect them.

"The aging of the population and its current and future impact on our society are among the most important issues that concern me. With our teams more mobilized than ever, and our organization strengthened, I am convinced that we will be able to do great things for the well-being of isolated seniors, in collaboration with our volunteers, partners and donors. In so doing, it is my privilege to contribute my energies to carrying on the work of my predecessors, and to helping this renowned organization achieve its objectives," she said.

As soon as she takes up her new post, Ms. Harel Bourdon will be able to count on the expertise and support of a committed and experienced management team, including two main departments: one for volunteer work with senior citizens, and the other for philanthropic income development. In addition, three departments will support the management of human resources, finance and communications. She will also be able to draw on the talents of 95 employees who are actively involved in the well-being of seniors in situations of isolation and vulnerability.

Ms. Harel Bourdon succeeds Caroline Sauriol, who has led the organization for the past 14 years, and Martin Goyette, who assumed an important role as Executive Director in 2023. Little Brothers would like to thank Ms.

Sauriol for her clarity of vision, inexhaustible enthusiasm and unconditional support for the cause. She has been an invaluable pillar in advancing thinking about aging and social isolation. Little Brothers would also like to thank Mr. Goyette for laying a solid foundation on which to build for the future.

### **About Little Brothers**

For 60 years, the mission of [Little Brothers](#) 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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