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Montreal, August 30th , 2013

**-PRESS RELEASE-**

**MAYARD'S OFFICIAL BOOK LAUNCH, EMSB REPORTS THE NEWS**

August 29, 2013 was the official launch of Patrick Mayard's book entitled The Mind & the Science of Success. Several artists, professionals and members of the school community were present to celebrate this special event, namely Christopher Kudo, a former student of physics and two-time champion of the Canadian Robotics Competition (CRC).

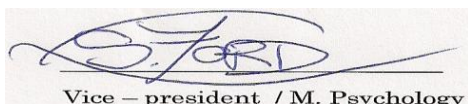
Before the book signing, Mr. Mayard gave a remarkable presentation of his book which has sparked many interests. As a matter of fact, the audience discovered that, just like natural sciences (physics & chemistry), success is a science that can be learnt and developed using several principles such as association, application, mentoring and perseverance.

**This book is now available at the following locations:**

- McGill University Bookstore (3420 McTavish Street / Downtown)
- College Ahuntsic Bookstore (9155 Rue Saint-Hubert / Montreal West)
- Raffin Librairy (Place Versailles / Montreal East)
- Amazon ( <http://www.amazon.com/The-Mind-amp-Science-Success/dp/2981285556> )

To read the published article concerning this event, click the link below and go to page 9 of the English Montreal School Board magazine.

[http://www.emsb.qc.ca/emsb\\_en/pdf\\_en/media\\_en/fieldingfocus/Focus2013-9.pdf](http://www.emsb.qc.ca/emsb_en/pdf_en/media_en/fieldingfocus/Focus2013-9.pdf)

A handwritten signature in blue ink, appearing to read 'S. Ford', is shown above a horizontal line.

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