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**A first for an Estrien**

A young business man from Sherbrooke, Mathieu Simard, has been chosen throughout thousands of aspiring Canadian entrepreneurs, to be on CBC's popular show Dragon's Den. The show offers the candidates the opportunity to present their products and projects to extremely rich and affluent people, the Dragons.

When they succeed to convince the panel, the candidates have the chance of a lifetime to meet the Dragons, to have them invest personally in their projects. Mathieu Simard is the first Estrien to have successfully passed the Canadian preselections for Dragon's Den.

Mathieu Simard leads with his mother, Sylvie Langlois, a business based out of Sherbrooke, Healing Hazel, making all natural hazel wood bracelets and necklaces. The wood is known to neutralize acidity throughout the body, and brings plenty of other benefits. Its soothing properties have been discovered from an ancient Native American tradition.

Healing Hazel is the first and only company to hold a medical device license from Health Canada.

Healing Hazel counts amongst 250 businesses to be selected, from a total of 4000 applicants.

"I am very proud to have been selected amongst so many others, and I am confident to have at least one of the Dragons invest strongly in our company," says Mathieu Simard.

The episode's recording will be held in Toronto, April 21st 2011, and its broadcasting will be part of the new season starting in September 2011. Dragon's Den who knows an immense success, can be viewed on CBC and on the web.

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