

Canada Economic Development

**Government of Canada awards more than \$4.5 million in funding to the
*Festival International de Jazz de Montréal***

Montréal, Quebec, June 30, 2009 – The Honourable Christian Paradis, Minister of Public Works and Government Services Canada and Minister responsible for the Montréal region, today announced the awarding of contributions totalling more than \$4.5 million from the Government of Canada to the *Festival International de Jazz de Montréal*.

This support includes a \$1,975,000 non-repayable contribution from Canada Economic Development to be used mainly for the international promotion of the Festival's 2008, 2009 and 2010 editions, \$1 million from Canadian Heritage toward the organization of this year's edition and the \$3 million in event funding announced this past April from Industry Canada.

"The Government of Canada is proud to join in celebrating the 30th anniversary of this key contributor to the Montréal, Canadian and world cultural scene. A milestone such as this is proof positive of the quality and popularity of this festival, whose reputation reaches well beyond our borders, extending the reach and renown of musical artists from here and around the globe. The *Festival International de Jazz de Montréal* ensures Canadian and foreign audiences access to a wide range of performers showcasing a variety of musical styles," stated Minister Paradis.

Awarded through the *Community Diversification* program, the funding from Canada Economic Development will be used to help Festival organizers promote the event on the international stage through advertising and participation in trade fairs on targeted markets, thereby strengthening Montréal's position as the city of festivals.

"For three decades, the *Festival International de Jazz de Montréal* has been building on Montréal's reputation and acting as an important tourism magnet for the region, generating ever-growing spinoffs that already stand in the tens of millions of dollars. Canada Economic Development's support of the 2008, 2009 and 2010 editions is entirely in line with our mission to stimulate sectors that, like tourism, are instrumental to Quebec's economic health. I am therefore proud to be able to contribute to the Jazz Fest's resounding success on the international stage," added Minister Lebel.

The Festival's 2009 edition has also been awarded funding through Canadian Heritage's *Arts Presentation Canada* program, an initiative intended to give Canadians greater access to the country's rich cultural diversity through festivals, professional performances and artistic events. This contribution will allow the Festival to offer jazz lovers an even more diverse program of activities.

"Our government recognizes the important role arts and culture play in building dynamic and creative communities. This Festival, more than just an undeniable source of economic and tourism spinoffs for Montréal, also helps consolidate the city's prime foothold as an international crossroads of creativity and culture," explained Minister Moore.

News Release



Canada Economic
Development
for Quebec Regions

Développement
économique Canada
pour les régions du Québec

Canada

Lastly, the event has been granted funding through Industry Canada's *Marquee Tourism Events Program*, an initiative that, established under Canada's Economic Action Plan, will see \$100 million invested in large-scale events over the next two years to promote the tourism sector.

"Every summer, the *Festival International de Jazz de Montréal* attracts thousands of tourists to the Montréal area, creating a major impact on the local and regional economy. Our government is proud to support this marquee event, which allows Montréal to draw some of the greatest names in jazz music while also giving festival-goers the opportunity to discover some of our finest home-grown talent," concluded Diane Ablonczy, Minister of State (Small Business and Tourism).

This funding allowed the Festival to expand its program of activities by introducing three additional free outdoor concerts, adding two extra days of programming (up from 11 to 13 days), enhancing its international marketing initiatives by expanding into specific target markets and improving its Web site, and broadcasting a greater number of its concert events.

-30-

Sources:

Marje-Claude Lemire
Communications
Canada Economic Development
Tel.: 514-283-2199
E-mail: marie-claude.lemire@dec-ced.gc.ca

Stéphanie Desforges
Senior Special Assistant, Communications
Office of the Honourable Denis Lebel
Canada Economic Development
Tel.: 514-496-1282
E-mail: stephanie.desforges@dec-ced.gc.ca

Éric Amyot
Director, Regional Communications
Quebec Region
Canadian Heritage
Tel.: 514-283-4027
E-mail: Eric.Amyot@pch.gc.ca

Deirdra McCracken
Director of Communications
Office of the Minister of Canadian Heritage and
Official Languages
Tel.: 819-997-7788
E-mail: deirdra_mccracken@pch.gc.ca

Catherine Godbout
Office of the Honourable Diane Ablonczy
Minister of State (Small Business and
Tourism)
Tel.: 613-947-5856
Cell.: 613-668-5406

Mary-Ann Dewey-Plante
Office of the Honourable Christian Paradis
Public Works and Government Services Canada
Cell.: 613-218-6961
E-mail: Mary-Ann.Dewey-Plante@pwgsc.gc.ca

Canada Economic Development is online at www.dec-ced.gc.ca. Subscribe to the Agency's press releases at <http://www.dec-ced.gc.ca/eng/media-room/mailling-list/list.html> to keep up with the latest news.