

Press release

FOR IMMEDIATE RELEASE

Jazz fever ravishes Montréal from June 25 to July 6

Montréal, June 25, 2010 – Starting today and running right through until July 6, the 31st edition of the Festival International de Jazz de Montréal will bring thousands of avid audiophiles and enthusiastic festival-goers from around the world to our fine city. With a program comprised of some 800 concerts, both in and out of doors, in the heart of the Quartier des spectacles, the 2010 line-up promises to be equally as impressive and flamboyant as this legendary event's 30th anniversary last year.

In signature Jazz Fest tradition and to the great delight of Montrealers and tourists alike, the greatest names on the international jazz scene will take to the stages of our concert halls and performance spaces, giving the crowd a taste of the unique ambiance of this not-to-be-missed summer event that ever so masterfully combines all styles and influences of the jazz music genre.

“Joyful, unifying and vibrant, the Jazz Festival has perfectly reflected the spirit of Montrealers, who are always ready to welcome the world and share their passions, for the past 31 years,” highlights the Honourable Charles Lapointe, President and CEO of Tourisme Montréal. “Proud of our rich cultural diversity, we have firmly established our international reputation as an incomparable festival city thanks to large-scale events such as this one that annually bring crowds of people from all walks of life to the very heart of our city. These 12 days of non-stop rhythm and celebration are an absolute delight for tourists discovering Montréal, as well as for our tourist industry artisans who benefit from the patronage of thousands of visitors to the city, resulting in an important economic impact. Tourisme Montréal is proud to be a partner of an event that so wonderfully promotes Montréal's excellent reputation as an international cultural destination of choice in North America,” concludes Charles Lapointe.

As always, alongside the great headliners that are slated to dazzle the crowd both indoors and out, up-and-coming musicians from as far away as Poland, Syria and the Balkans will take to the stage to share their special brand of jazz. Our home-grown artists will also be well represented in the celebration, joining over 3 000 musicians and performers from some 30 countries who are set and ready to take over the Quartier des spectacles.

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Tourisme Montréal is responsible for providing leadership in the concerted efforts of hospitality and promotion in order to position the destination on leisure and business travel markets. It is also responsible for developing Montréal's tourism product in accordance with the ever-changing conditions of the market.