

Press release

FOR IMMEDIATE RELEASE

The Montréal HIGH LIGHTS Festival sets the city aglow with its 8th edition from February 22 to March 4

Montréal, February 22, 2007 – Starting today and through to March 4, Montréal will be proud host of the 8th edition of the Montréal HIGH LIGHTS Festival, which lights up the city with a dazzling program comprised of three distinct segments.

Since its inauguration in 2000, this scintillating event has shone the spotlight on gastronomy, performing arts and lighting, while offering a steadily-growing number of festivalgoers of all ages and origins the chance to sample its numerous activities, shows and tastings.

“Montréal is recognized as a major cultural destination by travellers around the globe,” says Charles Lapointe, President and CEO of Tourisme Montréal. “Winter after sparkling winter, the array of talents and flavours on the menu of this prestigious festival have played a pivotal role in creating the incredible diversity and cultural effervescence that have become synonymous with our beautiful city,” adds Mr. Lapointe.

As with past editions, these urban celebrations showcase a guest city as well as a guest country, whose honorary representatives are invited to share their region’s or nation’s flavours, traditions and artistic talents with festival participants. This year, New York and South Africa will be the shining stars of this stellar program, in which more than 32 celebrated guests from here and abroad will be participating. The honorary presidency of the 2007 edition of the Wine and Dine Experience went to none other than Daniel Boulud, chef of New York City’s acclaimed restaurant *Daniel*, while celebrated South African singer Johnny Clegg and renowned Québec violinist Angèle Dubeau will act as honorary co-presidents of the Performing Arts series.

The now-famous Montréal All-Nighter, which this year celebrates its fourth anniversary, figures among these 8th edition celebrations, along with The Montreal Downtown & Underground Event, which became a smash hit with the public when it was launched last winter.

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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.