



MONTREAL HIGH LIGHTS FESTIVAL

9th edition

FEBRUARY 21 TO MARCH 2, 2008



News Release
For immediate distribution

Face-painting, entertainment, fashion, and creative activities for the entire family

Run or walk through the indoor & underground city... on Sunday, February 24, 2008, Montreal is at your feet!

Montreal, Monday, February 11, 2008 — On Sunday, **February 24**, the **MONTREAL HIGH LIGHTS Festival** invites athletes and families to discover their city from an entirely new angle – while keeping warm in the middle of winter – by taking part in the **3rd edition** of the **Montreal Downtown & Underground Event**. Organized in three segments, this unique event, an immediate hit with Montrealers and visitors alike, invites thousands of amateur athletes and fans of the city to run or explore the 5 km of corridors, tunnels and hallways of the indoor and underground city at their own individual pace: the **5,000 metre footrace**, the **Pathway to Discovery**, a delightful family event, and **The Other Montreal**, a brand-new clue hunt guaranteed to entertain and enlighten the most inquiring minds. It's a day-long program of entertaining, interactive and educational activities and events, organized with the participation of our many downtown partners. This event, the only one of its kind in the world, is presented by **Hydro-Québec** in collaboration with **Milk** and organized in concert with **Vélo Québec Événements**.

5,000 metres... 1,000 steps... and 1,000 runners for a sold out event!

This year, a full roster of **1,000 runners** of all ages will race through a course marked out over 5 km of corridors, tunnels and halls connecting the buildings of the downtown core, featuring over 1,000 steps to climb and descend, and five different surfaces: granite, terrazzo, wood, carpet and cement! We remind all participants — especially those intent on establishing a new speed record — that athlete Stéphane Proulx has held the men's record since the very first edition of the race (18 minutes and 54.5 seconds). On the women's side, Louise Voghel beat her own 2006 record last year, finishing the course in 22 minutes and 22.5 seconds.

The race begins in **Place Montréal Trust**. An official participants' guide will be provided to all registered athletes. Upon arrival, each participant will receive a light snack as well as a *dry-fit* t-shirt bearing the colours of the Montreal Indoor & Underground Event.

Welcome point: **Carrefour Industrielle Alliance** (registration, lockers, warm-up area...)

Start: **Place Montréal Trust**, from 8:30 a.m.

Finish: **complexe Desjardins**

The Pathway to Discovery: surprises and fun for the whole family!

After the race, supporters, friends and parents are invited to rediscover Montreal on the **Pathway to Discovery!** A fun and educational 5 km course awaits participants, laid out on the 29.7 km of corridors making up the indoor city, an underground urban network whose scope and importance are unique to Montreal. The whole family will enjoy this original and free walkabout, featuring commentary on numerous points of interest from the **Observatoire de la ville intérieure**. Our partners have organized a slate of continuous activities throughout the course. This exploration of the city's underground secrets is expected to last approximately 1 hour, 45 minutes. The first 3,000 people to arrive will receive special gifts from our sponsors.

The fun starts in **Carrefour Industrielle Alliance**, where fans can gather and participants can **register on site**. The course then winds its way through passageways where 15 of our partners have prepared a surprising and zany array of activities to warm up a winter's day. There will be something for everyone: face-painting for children, clinics on walking and running, contests, gifts, a guided tour, a photo exhibition, and even a clue hunt...

New this year: a fun and fascinating clue hunt

A new addition this year, *The Other Montreal* offers a unique opportunity to explore five zones of Montreal's Indoor & Underground city. It's a chance to discover little-known facets of the city via shopping arcades and tunnels lined with public artworks. Carrying special "passports" and following course guides, participants search the course for clues and souvenirs! Our intrepid urbanauts can also join a detailed guided tour of Montreal's indoor and underground city and its public artworks, thanks to the **Kaléidoscope** agency.

The **Mode écodesign SITQ** contest, organized in partnership with **École internationale de mode du Collège LaSalle**, invites the public to watch as student designers give new life to various materials, creating original clothing on the spot. Vote for your favourite project and earn the chance to win one of the gift certificates offered by SITQ boutique retailers. Other activities are also scheduled.

The wild and crazy day wraps up with a celebration in **complexe Desjardins** – our partner since the very beginning of the Festival – featuring face-painting, balloon sculptures, and entertainment for the whole family, including **Arthur l'aventurier "From One Ocean to Another"** presented by **Milk**, and the interactive show **Marc Trudel et les apprentis magiciens**. And don't forget the **Active Living Show!** Pick up all the pertinent information on healthy lifestyle habits and improving your quality of life. Our exhibitors offer useful tricks and simple, practical advice to renew and improve your physical regimen. Leap into action with **Bougex**, move to the rhythm of **Réseau À-Vie-Forme**, pedal with **Vélo-Québec**, take an aerobic break with **Énergie Cardio** and nourish your neurons with **Liquid Nutrition!**

It's a golden opportunity to develop a healthy spirit in a healthy body! And you can count on the complexe Desjardins food court for snacks and sustenance to top up your energy levels!

Start: **Place Montréal Trust**, from 10:30 a.m. to 3 p.m.
Finish: **complexe Desjardins**, until 5 p.m.
Duration: approx. 1 hr 45 min

The **3rd edition of the Montreal Downtown & Underground Event**, organized in concert with **Vélo Québec Événements**, Sunday, February 24, 2008: a fascinating, fun, athletic event for the whole family! Pick up our **free brochure** featuring the complete program from our partners. Complete information is available at montrealhighlights.com.