

Press release

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MONTRÉAL HIGH LIGHTS FESTIVAL: 10 years of dazzling celebrations

Montréal, February 19, 2009 –This year's MONTREAL HIGH LIGHTS Festival will be underscoring ten years of dazzling celebrations as organizers roll out today, the winter 2009 program of gourmet, artistic and light-filled events.

Through to March 1st, Montréal will transform into an urban theatre of entertainment, concerts, workshops, tastings and exhibitions. In addition, the city will welcome an extensive lineup of free indoor and outdoor activities for festivalgoers of all ages.

"For ten years now, our fair city has proudly hosted this festival and its savvy blend of art, gastronomy and light," underscores Charles Lapointe, President and CEO of Tourisme Montréal. "Throughout the past decade, Montréaler and visitor enjoyment has continued unchecked, with festivalgoers by the thousands flocking to this singular tribute to winter. Over and above the ever increasing numbers of individuals choosing to partake of these eleven days of joyous effervescence, this one-of-a-kind event eloquently attests to the hardiness of Montréalers. For whatever the weather, however cold, they cheerfully continue to cultivate their contagious passion for culinary finery, art and culture, while remaining loyal to their internationally renowned reputation for excellence in hospitality," concluded Mr. Lapointe.

As in the past, the festival program features three distinct thrusts. The first, the Wine and Dine experience under Alain Passard, Honorary President and one of France's leading chefs, will welcome thirty or so celebrated chefs from the City of Light, this year's featured city. The second, the Performing Arts component, will be represented by French author Éric-Emmanuel Schmitt and will showcase some of the foremost names in the international arena. The third, the Celebration of Light, will include a host of activities and events in the heart of Old Montréal: tobogganing, skating, torchlight procession, fireworks and free shows.

Lastly, the sixth edition of the ever popular Montréal All-Nighter will be held on Saturday, February 28th and for the first time this year, STM authorities will operate the métro round the clock through the night! Not to be missed is the special tenth anniversary Underground Art event which will run from 6 p.m. to 5 a.m. Featuring over 80 different contemporary artists, the event will transform Montréal's underground city into a gigantic art exhibition venue.

- 30 -

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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.