
Communiqué News Release

Government of Canada lends support to the Montréal High Lights Festival

Montréal, Quebec, February 19, 2009 – Acting on behalf of the Honourable Denis Lebel, Minister of State for Canada Economic Development, and the Honourable James Moore, Minister of Canadian Heritage and Official Languages, Senator Suzanne Fortin-Duplessis today announced the awarding of non-repayable funding from the Government of Canada to the Montréal High Lights Festival. This financial assistance includes a \$1,355,080 contribution from Canada Economic Development, to serve primarily for the international promotion of the Festival's 2009, 2010 and 2011 editions, and \$120,000 from Canadian Heritage toward the presentation of this year's edition.

A defining event of the Montréal winter season for the past 10 years, the Montréal High Lights Festival focuses on three themes: the Performing Arts, Wine and Dine Experience and the outdoor Celebration of Light.

The funding from Canada Economic Development, awarded through its *Community Diversification* program, will be used to help organizers promote the Festival on the international stage, notably through advertising and participation in trade fairs in targeted markets. The Canadian Heritage assistance, granted through the Arts Presentation Canada program, will serve to support the Celebration of Light and Performing Arts components of the event.

"All year long, Montréal plays host to many major festivals that exhilarate our city and keep audiences coming back for more. The Montréal High Lights Festival is a major tourism magnet, the proof being in the great many visitors it attracts at the very height of our coldest season. Throughout its 11-day run, this gastronomic and cultural celebration invigorates the Montréal economy and enhances our tourism offering with its rich and varied line-up of activities," commented Senator Fortin-Duplessis.



"Canada Economic Development has been a proud partner of the Montréal High Lights Festival since 1998. As well as helping to extend the Festival's reach to foreign markets, this contribution will also serve to support the development of a new concept: the *High Lights Event*. An important axis of development for the Festival, this new concept will showcase and promote Montréal's rich cultural, creative and artistic heritage," explained Minister of State Label.

"Once again this year, the Government of Canada is proud to support the Montréal High Lights Festival, which uses cultural activities to bring the city to life in the heart of winter," said Minister Moore. "This urban winter festival offers a wide range of professional artistic activities that give Canadians the chance to savour the richness and diversity of local Canadian art and art from around the world."

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