

**The Québec government supports the
10th Montreal High Lights Festival**

Montréal, February 19, 2009 – The Québec government is proud to participate in the 10th Montreal High Lights Festival, a key event in the city's winter season. At the opening ceremony this evening, Québec Minister of Tourism Nicole Ménard announced in her name and on behalf of Deputy Premier and Minister of Municipal Affairs, Regions and Land Occupancy Nathalie Normandeau and Minister of Culture, Communications and the Status of Women Christine St-Pierre the granting of \$1.17 million in government assistance in conjunction with the event.

"The Montreal High Lights Festival is a major winter tourist event, one that is enhancing Québec's international reputation as a tourist destination. The Wine and Dine Experience and Celebration of Light are part of the event's original, festive programming, which will satisfy all festival goers. I extend my best wishes for a happy 10th anniversary and continued success to the Montreal High Lights Festival," noted Minister Ménard.

"This year, the Montreal High Lights Festival has invited Paris, the City of Light, to share with us its glow, gastronomic and performing arts and outdoor activities to enable us to enjoy the winter in a different manner. Congratulations to the organizers, who have rallied numerous partners in addition to offering Québec's biggest city international visibility at the height of the northern winter," added Minister Normandeau.

"For the past 10 years, the Festival has distinguished itself through the quality of its programming. The Performing Arts section offers the general public and art lovers an entertaining cultural component covering several artistic disciplines. I would like to congratulate the organizers for the calibre of the event and their ability to find new ideas with unfailing creative energy," concluded Minister St-Pierre.

The government's contribution can be broken down as follows: \$500 000 from the Programme de soutien au développement et à la promotion touristiques (financial assistance for festivals and events section), ministère du Tourisme; \$500 000 from the Fonds de développement de la métropole, ministère des Affaires municipales, des Régions et de l'Occupation du territoire; and \$170 000 from the Diffusion en variétés program, Société de développement des entreprises culturelles.

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