

# MONTREAL HIGH LIGHTS FESTIVAL

News Release  
For immediate distribution

## Changes in upper management at the MONTREAL HIGH LIGHTS Festival

### Board of Directors

#### Chairman of the Board

Michel Archambault

#### President-and founder

Alain Simard

#### Chief Executive Officer

Jacinthe Marleau

Pierre Bellerose

Claude Benoît

Madeleine Careau

Nathalie Carrière

Marcel Côté

Jacques-André Dupont

Claude Gendron

Michel G. Giguère

Caroline Jamet

Francine Lelièvre

### Board of Patrons

#### Patrons

Alain Cousineau

Guy Crevier

Monique Jérôme-Forget

Sylvain LaFrance

Bernard Lamarre

Marie-José Nadeau

Jacques Parisien

Philippe Sureau

Gérald Tremblay

**Montreal, Tuesday, April 7, 2009** — The board of directors of the MONTREAL HIGH LIGHTS Festival recently decided to restructure the upper management of the event. Ten years after the launch of the Festival and following the departure of Chief Executive Officer Michel Labrecque for the presidency of the Société de Transport de Montréal, the opportune moment arose to rethink the original structure of the urban winter event and ensure that it reaches its full potential for international development. In concluding this process, the board is proud to announce the nominations of **Michel Archambault** as **Chairman of the Board** for three years, founder **Alain Simard** as **President** and **Jacinthe Marleau** as **Chief Executive Officer**.

We remind you that the MONTREAL HIGH LIGHTS Festival was created to meet requests from various economic development and tourism authorities with the goal of revitalizing the city during the winter season. A private non-profit organization, its mission is to host, organize and promote a festive event of international stature. Its board of directors comprises 14 members, assembling three Montreal stakeholders from the cultural community, as well as three major players from the tourism community and three from the business community. Five representatives of L'Équipe Spectra, project manager and designer of the project, complete the board of directors.

Following the resignation of Michel Labrecque as Chief Executive Officer this past March, the board of directors chose three of its members—Francine Lelièvre, Marcel Côté and Alain Simard—to form a special committee charged with making proposals for its succession and improving the organization in order to ensure the optimization and full influence of a Festival of increasing importance. This reorganization responds effectively to the needs of the MONTREAL HIGH LIGHTS Festival and its production team while respecting the principles of good governance with a decision-making chain accountable to the board of directors.

In the first place, the special committee recommended **Michel Archambault** as **Chairman of the Board of directors**. Michel Archambault's long experience on the Festival board (he remains its director to this day) and in the tourism milieu will be enormously beneficial to the event. We remind that Mr Archambault, who holds the Chair in Tourism and is a visiting professor in the École des sciences de la gestion (School of Management) at UQAM, is renowned for his expertise in the strategic management of tourism enterprises. An active member of many national and international organizations, he is frequently called upon as a consultant and lecturer by a variety of forums and symposiums.

Next, the special committee proposed the nomination of **Alain Simard**—former president of the board of directors and founder of the Festival—as **President of the Festival**. Again, the decision was well-informed given Mr Simard’s indisputable experience, at the heart of the MONTREAL HIGH LIGHTS Festival organization—which he founded and, as president of the board, developed into the major event we recognize today—as well as through his role as an important player in the Quebec cultural community, whether via L’Équipe Spectra or its world-renowned festivals.

Finally, the committee recommended the nomination of **Jacinthe Marleau** as **Chief Executive Officer**, a new full-time position in which she will notably take over many of the tasks formerly undertaken by Michel Labrecque. Ms Marleau, who possesses an in-depth knowledge of the MONTREAL HIGH LIGHTS Festival, brings to the position the benefits of her considerable experience in public affairs and cultural organizational financing, as well as her involvement with and widespread network of contacts in the cultural and festival milieu. Let us recall that Ms Marleau has been vice-president of governmental affairs for L’Équipe Spectra for 18 years. She has been seated on the MONTREAL HIGH LIGHTS Festival board of directors since its founding and remains on the boards of REMI, ADISQ and the Vitrine Culturelle.

The board of directors therefore unanimously accepted the proposals of the special committee and proceeded to nominate Michel Archambault, Alain Simard and Jacinthe Marleau. The members of the board of directors offer them their most sincere congratulations.— 30 —

**Source:**

**MONTREAL HIGH LIGHTS FESTIVAL**—514 525-5990

**Information (media):**

Marie-Eve Boisvert, Senior Director—Media Relations—514 525-5990, ext. 5666; [marie-eve.boisvert@equipespectra.ca](mailto:marie-eve.boisvert@equipespectra.ca)  
Greg Kitzler, Press Attaché — 514 525-5990, ext. 5622; [greg.kitzler@equipespectra.ca](mailto:greg.kitzler@equipespectra.ca)