
Communiqué News Release

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Government of Canada supports MONTREAL HIGH LIGHTS Festival

Montréal, Quebec, February 18, 2010 – The Honourable Denis Lebel, Minister of State for Canada Economic Development, today announced on his own behalf as well as on that of the Honourable James Moore, Minister of Canadian Heritage and Official Languages, and the Honourable Tony Clement, Minister of Industry, that the 11th MONTREAL HIGH LIGHTS Festival has been granted major funding from the Government of Canada.

Lending a spirit of festiveness to Quebec's largest city in the midst of the winter season, this annual rendezvous is an open invitation to the greater Montréal population and to visitors from near and from far to join in the celebration. This not-to-be-missed event on the Montréal cultural scene offers festival-goers the opportunity to enjoy a variety of artistic experiences through nearly 30 shows and 125 activities presented at indoor and outdoor venues around the city.

“Community dynamism and quality of life go hand-in-hand. That is why the Government of Canada is committed to giving Canadians the opportunity to contribute to the vitality of their communities and to celebrate their artistic and cultural heritage. A large-scale event in a niche of its own, MONTREAL HIGH LIGHTS is a major tourist draw for the city, as clearly shown by the large number of visitors it succeeds in attracting in the heart of winter season. In constantly striving to keep things fresh, this festival generates considerable spinoffs for the cultural and tourism sectors and consequently plays an active role in Montréal's economic growth,” explained Minister of State Lebel.

“Our government knows that investing in culture has a positive impact on quality of life. Supporting creation and innovation in the arts furthers Canada's cultural vitality as well as its economic future. Again this year, the festival promises to give Canadians the chance to rediscover the richness of the arts, be it home grown or from elsewhere,” noted Minister Moore.

“This funding will benefit not only the MONTREAL HIGH LIGHTS Festival, but also the thousands of businesses that provide services to festival-goers,” commented the Honourable Christian Paradis, Minister of Natural Resources and Member of Parliament for Mégantic–L'Érable, speaking on behalf of the Honourable Tony Clement, Minister of Industry. “Through the Government of Canada's *Marquee Tourism Events Program*, this festival can continue showcasing Montréal as a premier international city dedicated to making its many visitors feel welcome.”

Running from February 18 to 28, 2010, the MONTREAL HIGH LIGHTS Festival will feature three main components: Performing Arts, Wine and Dine Experience and the outdoor High Lights Event. The 7th edition of the *Nuit blanche à Montréal* will also allow celebrants to make exciting new artistic and cultural finds while fostering interaction among the public, the artists and the performers.



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Canadian Heritage has awarded \$120,000 in funding for the festival's 2010 edition through the [Canada Arts Presentation Fund](#) (formerly Arts Presentation Canada) to support the High Lights Event and Performing Arts components. This program is intended to give Canadians increased access to the diversity and richness of Canada's culture through professional arts festivals and live performances as well as other artistic experiences.

More than \$1 million in funding from the *Marquee Tourism Events Program* will enable the festival to add new and enhanced programming, including a series of dining and culinary activities, music and dance performances, pyrotechnics, acrobatics and more. The festival will also increase its marketing and promotional efforts through additional print and online advertising aimed at attracting both domestic and international visitors to Montréal and its surrounding areas.

Canada Economic Development, for its part, allocated \$1,355,080 in funding through its *Community Diversification* program to serve mainly for the international promotion of the festival's 2009, 2010 and 2011 editions.

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For further information (media only), contact:

Simon Bachand
Press Secretary
Office of the Honourable Denis Lebel
Canada Economic Development
Tel.: 613-996-6236
E-mail: simon.bachand@dec-ced.gc.ca

Marie-Claude Lemire
Communications
Canada Economic Development
Tel.: 514-283-2199
E-mail: marie-claude.lemire@dec-ced.gc.ca

Lynn Meahan
Press Secretary
Office of the Honourable Tony Clement
Minister of Industry
Tel.: 613-995-9001

Media relations
Canadian Heritage
Tel.: 819-994-9101
1-866-569-6155
media@pch.gc.ca

Media Relations
Industry Canada
Tel.: 613-943-2502

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