

For immediate release

**The Québec government is a proud partner of the  
Montreal High Lights Festival**

**Montréal, February 18, 2010** – The Minister of Tourism Nicole Ménard, the Minister of Municipal Affairs, Regions and Land Occupancy Laurent Lessard, and the Minister of Culture, Communications and the Status of Women Christine St-Pierre are proud to announce a financial contribution of some one million dollars by the Québec government to the 11th Montreal High Lights Festival which will be held from February 18 to 28, 2010.

“This year, the festival is celebrating gastronomy, culture and outdoor activities and featuring Portugal, New Orleans and the Eastern Townships. By inviting visitors from home and abroad to engage in an unusual winter experience, this outstanding event enhances Montreal's tourism offerings and generates positive spin-offs for the area,” noted Minister Ménard.

“The Montreal High Lights Festival draws 750 000 visitors each year, generates over \$16 million in economic spinoff for Montreal, and attracts widespread attention from both local and international media. The event showcases the city, winter and its artists,” added Minister Lessard.

“During the 11-day festival, outstanding performances will be presented on a variety of stages throughout the city. The Montreal High Lights Festival's carefully selected programming reflects the quality and diversity of the city's cultural offerings. I am convinced that the programming will please the numerous festival-goers who attend the event every year,” concluded Minister St-Pierre.

The Québec government is proud to support this event. Government assistance is provided from the following sources: \$500 000 from the Programme de soutien au développement et à la promotion touristiques (financial assistance for festivals and events section) of the ministère du Tourisme; \$475 000 from the Fonds de développement de la métropole of the ministère des Affaires municipales, des Régions et de l'Occupation du territoire; and \$20 000 from the Aide à la diffusion program of the Société de développement des entreprises culturelles.

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