

Press release

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The **MONTRÉAL HIGH LIGHTS Festival's 11th edition is set to take the stage until February 28**

Montréal, February 18, 2010 – Starting today until February 28, Montréal will step out into the international limelight with the staging of the 2010 edition of the **MONTRÉAL HIGH LIGHTS Festival**. For the 11th year running, the celebrated winter festival will be spicing up the midwinter arts and cultural calendar with a host of events, workshops, conferences, tastings, exhibitions and entertainment—both indoor and outdoor!—for all tastes and all ages.

"Again this year, the **MONTRÉAL HIGH LIGHTS Festival** promises to grace our fair city with a threefold savoury spectacular, certain to make for yet another feverish February," emphasized Mr. Charles Lapointe, President and Chief Executive Officer of Tourisme Montréal. "Epicurean, audacious, avant-garde and open to the world, Montréal is proud to host this year's array of creative talent. Whether chefs, musicians, dancers or entertainers, all mirror our city's rich multicultural fabric and wealth of multidisciplinary artistic expression," Mr. Lapointe went on to add.

As in past years, the 2010 edition of the Festival will include three distinct components: Wine and Dine, Celebration of Light, and Performing Arts. Fausto Airoidi, Honorary President of the Wine and Dine segment, will serve in the capacity of ambassador of this year's feature country, Portugal. Grand master of *nouvelle cuisine à la Lisboa*, chef Airoidi—together with a delegation of 20 other guest chefs and 18 wine producers—will be showcasing a signature blend of creativity alongside Montréal area chefs in what will doubtless prove a unique gastronomic experience for festival-goers. Six other celebrated chefs from New Orleans, the feature city for 2010, will also be joining the Festival's impressive line-up of culinary experts, many of whom will be using local Québec produce, in particular speciality food items from the Eastern Townships.

The Performing Arts component will also be presenting a savoury mélange of genres and cultures. This segment will be co-chaired by Misa, Portuguese icon of *novo fado*, and multidisciplinary Québec performer Dominic Champagne. In addition, an all new hot rhythm series dubbed *Caliente!* will be premiering in the program line-up for 2010.

The ever popular Celebration of Light, presented in Old Montréal and along the Quays of the Old Port, will be expanding the 2010 outdoor programming to include Place des Festivals in the heart of the entertainment district. The High Lights Event, a free, larger-than-life, outdoor multimedia spectacular will be making a repeat appearance at the Place des Festivals and promises to prove as sensationally successful as last year's inaugural experience.

Lastly, a 7th edition of the celebrated Montréal All-Nighter, a favourite with festival-goers by the thousands, will be staged on February 27. This year's event will feature some 180 free activities in locations across the city, which night owls are invited to explore by metro. For the second year running, the metro will operate throughout the night to accommodate All-Nighter crowds.

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Tourisme Montréal is responsible for providing leadership in the concerted efforts of hospitality and promotion in order to position the destination on leisure and business travel markets. It is also responsible for developing Montréal's tourism product in accordance with the ever-changing conditions of the market.