

Press release

FOR IMMEDIATE RELEASE

FrancoFolies celebrates 20 years in Montréal, from July 24 to August 3, 2008

Montréal, July 24, 2008 – The 2008 edition of FrancoFolies will take centre stage in Montréal from July 24 to August 3. Each year hundreds of thousands of festival goers eagerly look forward to this event, which in 2008 is celebrating its 20th anniversary of French song and music, and will also be even more extravagant than ever! In addition to the usual talented artists from all spheres, on the bill will be artists from here and abroad who have been appearing on Montréal stages since the festival's beginning.

"For twenty successful years, Tourism Montréal and FrancoFolies have been making beautiful music together, with record attendance," says Charles Lapointe, President and CEO of Tourism Montréal. "That's twenty years during which the festival has made a name for itself on the international scene, provoking the envy of all major cities. This tribute to French song and music from around the world is so much more than just a fun get-together of festival-goers and artists from all spheres; by spotlighting the cultural diversity of the *langue de Molière*, it is one of our city's artistic ambassadors. Tourism Montréal is proud to be part of this prestigious event once again this year."

Beginning July 24, more than a thousand artists from a dozen countries will perform on Montréal stages, in concert halls as well as outdoors. There will be many surprises on the *folies francophones* programme, such as the original performance of a piece by Pierre Lapointe, as well as odes to hip-hop, rock and the musical diversity that characterizes our city. And to celebrate our 20th anniversary in the style it deserves, there'll be a brand new stage under a big top, as the Pavillon Air Transat makes its entrance this year on the Parc des festivals. Entitled, "Twenty Years of Musical Celebration – That Calls for a Party!" the 2008 edition is sure to leave everyone with memories to last a long time.

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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.