

**EMBARGO until July 24 at 6 p.m.  
CNW, code 01  
+ Regional Montréal weeklies**

**20th edition of the FrancoFolies de Montréal**

**The Québec government grants more than \$1.3 million**

**Montréal, July 24, 2008.** – Minister of Tourism, Minister of Economic Development, Innovation and Export Trade and Minister responsible for the Montréal region Raymond Bachand; Deputy Premier and Minister of Municipal Affairs and Regions Nathalie Normandeau; and Minister of Culture, Communications and the Status of Women Christine St-Pierre announce government assistance of \$1 355 000 for the 20th edition of the FrancoFolies de Montréal, to be staged from July 24 to August 3, 2008.

“For 20 years now, the FrancoFolies de Montréal have enjoyed undeniable popularity. This prestigious cultural and tourism event, known for its accessibility and the quality of its program, promotes Montréal beyond our borders. Let me take this opportunity to pay tribute to the work of the organizing committee, which has made this an event not to be missed”, Minister Bachand said.

“The FrancoFolies brilliantly highlights the diversity and quality of Francophone music in Québec and elsewhere by bringing together in Montréal people from around the world in a celebration of the French language. It is an exceptional forum for known and emerging artists, as well as an incomparable showcase for Montréal, both nationally and internationally”, Minister Normandeau added.

“I want to congratulate the FrancoFolies on their 20 years of creative energy and steadfastness in promoting French music. Whether it is because of the quality or the diversity of its program, this cultural event has succeeded in winning the hearts of Montrealers”, Minister St-Pierre stressed.

The Québec government’s assistance for the FrancoFolies de Montréal breaks down as follows: \$700 000 from the ministère du Tourisme’s financial assistance component for festivals and events of the tourism development and promotion support program; \$435 000 from the Montréal development fund of the ministère des Affaires municipales et des Régions; and \$220 000 from the variety show dissemination assistance program of the Société de développement des entreprises culturelles (SODEC).

- 30 -

**Sources:**

Manuela Goya  
Press Officer  
Office of the Minister of Economic  
Development, Innovation and  
Export Trade and  
Minister of Tourism  
418 691-5650  
514 499-2552

Jonathan Trudeau  
Press Officer  
Office of the Deputy Premier  
and Minister of Municipal  
Affairs and Regions  
418 691-2050  
514 873-2622

Valérie Rodrigue  
Press Officer of the  
Minister of Culture,  
Communications and the  
Status of Women  
418 380-2310

