
News Release Communiqué

Government of Canada allocates \$476,667 in funding to the 20th *FrancoFolies de Montréal*

Montréal, Quebec, July 31, 2008 – The Honourable Jean-Pierre Blackburn, Minister of Labour and Minister of Canada Economic Development, today joined the Honourable Josée Verner, Minister of Canadian Heritage, Status of Women and Official Languages and Minister for La Francophonie, in announcing \$476,667 in total non-repayable funding to the 20th edition of *Les FrancoFolies de Montréal*.

Canada Economic Development awarded \$301,667 to this year's edition of the festival as part of a three-year \$905,000 funding agreement that ends in 2010. Granted under the *Community Diversification* program, this assistance will serve to support the festival's international marketing activities, including the development of promotional materials, participation in tourism shows, updating of the event Website and implementation of advertising campaigns notably in the United States and in Europe.

Canadian Heritage contributed \$175,000 to this year's edition through its Arts Presentation Canada program, an initiative aimed at giving Canadians greater access to the country's rich cultural diversity through festivals, professional performances and artistic events.

"*Les FrancoFolies de Montréal* is a major tourism magnet for the region. Canada Economic Development's financial support of the 2008, 2009 and 2010 editions is in line with our mandate to foster the growth of sectors that, like tourism, play a significant role in furthering a region's economic health. I am pleased to help build on the success of an event that, since its creation 20 years ago, has become a musical must for artists from the French-speaking world," stated Minister Blackburn.



“Our government is proud to lend its support again this year to *Les FrancoFolies de Montréal*, a veritable springboard for up-and-coming talent and an incomparable showcase for our artists,” commented Minister Verner. “Over the past 20 years, this festival has succeeded in carving out an enviable position for itself on the international stage of francophone culture. We are proud to have the world’s largest event devoted exclusively to francophone music held here on our soil!”

Celebrating its 20th edition this year, *Les FrancoFolies* features a wide array of indoor and outdoor concerts. The event draws tens of thousands of visitors to the city each year, generating significant economic spin-offs for the region.

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