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# News Release      Communiqué

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## Government of Canada Supports Les FrancoFolies de Montréal

**MONTRÉAL, July 30, 2009** – The Honourable James Moore, Minister of Canadian Heritage and Official Languages, today announced that the Government of Canada is providing funding of more than \$2,598,375 to Les FrancoFolies de Montréal.

Canadian Heritage is providing \$175,000 to support the 21<sup>st</sup> edition of Les FrancoFolies de Montréal. Canada Economic Development is contributing \$301,667 this year; under a three-year funding agreement that ends in 2010, it will have provided a total of \$905,000. In addition, Industry Canada announced last week funding of \$1,518,375 for 2009.

The \$175,000 in funding from Canadian Heritage for 2009 comes from the Canada Arts Presentation Fund. This program gives Canadians increased access to the diversity and richness of Canada's culture through professional arts festivals, presentations of live professional performances, and other artistic experiences.

“Once again this year, our Government is proud to support Les FrancoFolies de Montréal, the biggest international event dedicated to French-language music. During the festival, artists from Canada and abroad invite us to celebrate Francophone arts and culture,” said Minister Moore. “Les FrancoFolies—a not-to-be-missed part of summer in Montréal—generates major economic and tourism spin-offs. It is in line with one of our Government's objectives, which is to stimulate the economy through the arts and culture.”

The funding from Canada Economic Development, provided under the Community Diversification program, is intended to support the international marketing activities of Les FrancoFolies de Montréal, particularly in the United States and Europe.

“Les FrancoFolies de Montréal is a major tourist magnet for the city. Canada Economic Development's financial support for 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 contribute to the success of an event that, since its creation, has become an essential musical event for artists from the French-speaking world,” said the Honourable Denis Lebel, Minister of State (Economic Development Agency of Canada for the Regions of Quebec).

Industry Canada's funding is provided under the Marquee Tourism Events Program, a federal government initiative that is part of Canada's Economic Action Plan. The program will invest \$100 million over two years in various events, with the aim of supporting the tourism industry.

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“The announcement made on July 21 is excellent news for everyone taking part in Les FrancoFolies de Montréal,” said the Honourable Tony Clement, Minister of Industry. “The Government of Canada recognizes the important role played by Les FrancoFolies de Montréal in the local economy, and this is shown by the funding announced under the Marquee Tourism Events Program.”

The festival, celebrating its 21<sup>st</sup> year, will present more than 250 performances in the coming days. Of these, more than 150 outdoor shows will be offered free of charge to the delight of the tens of thousands of visitors who come to the city each year for the festival.

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For more information, visit the website of the [Marquee Tourism Events Program](#) or the website of [Canada's Economic Action Plan](#).