

**FOR IMMEDIATE RELEASE****The Québec government offers \$1.37 million in financial support to the FrancoFolies de Montréal**

**Montréal, July 30, 2009** – Minister of Tourism Nicole Ménard, Minister of Municipal Affairs, Regions and Land Occupancy Laurent Lessard, and Minister of Culture, Communications and the Status of Women and Minister responsible for the application of the Charter of the French Language, Christine St-Pierre have announced \$1 370 000 in financial assistance for the 21st FrancoFolies de Montréal, to be held from July 30 to August 9, 2009.

“This important cultural event is noteworthy in Québec and enriches Montréal’s tourism offerings. We are indeed pleased and proud to support the FrancoFolies, now in their 21st year, an event that generates considerable economic spinoff. I would like to pay tribute to the exemplary efforts of the organizers of this major event, which has achieved an enviable position among Québec’s most popular festivals,” Minister Ménard noted.

“The FrancoFolies rank among the key events that are enabling Montréal to position itself the world over as an important French-speaking centre. This outstanding musical gathering attracts visitors from all over who come to hear the impressive array of artists, and generates significant economic and cultural spinoff,” Minister Lessard said.

“This exceptional musical celebration assembles each year the leading performers from the French-speaking world and serves as a key springboard for up-and-coming artists. Attendance and the diversity of shows reflect our attachment to the French language and demonstrate the festival’s importance both in Montréal and outside Québec’s borders,” Minister St-Pierre added.

The government assistance granted to the FrancoFolies can be broken down as follows: \$700 000 from the Programme de soutien au développement et à la promotion touristiques (financial assistance for festivals and events section) of the ministère du Tourisme, \$435 000 from the Fonds de développement de la métropole of the ministère des Affaires municipales, des Régions et de l’Occupation du territoire and \$220 000 from the Aide à la diffusion en variétés program of the Société de développement des entreprises culturelles (SODEC). The Secrétariat à la politique linguistique also grants \$25 000 for the promotion of french language.

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