

# Press release

FOR IMMEDIATE RELEASE

## 21<sup>st</sup> edition FrancoFolies de Montréal set to unfold from July 30<sup>th</sup> to August 9<sup>th</sup> 2009

**Montréal, July 30<sup>th</sup> 2009** - Today marks the start of the 21<sup>st</sup> edition of FrancoFolies de Montréal which will be staged in a mix of indoor and outdoor city venues through to August 9<sup>th</sup>.

The program lineup is expected to draw over a million festivalgoers and feature 1000 performers from 13 countries, including France, Brazil, Cuba and Burkina Faso. For ten days running, over 250 performances, 180 of which will be presented free of charge outdoors, will set the city to the diverse beat of French-language song and talent.

"In the image of our city, people-friendly and open to the world, this premiere summer happening mirrors the innate *joie de vivre* of Montréalers, ever willing to share with visitors the rich cultural diversity and festive spirit of their city," underscored Charles Lapointe, President and Chief Executive Officer of Tourisme Montréal. "It is thus with equal enthusiasm that Tourisme Montréal, year after year, proudly joins in promoting FrancoFolies de Montréal, one of the city's leading summer festivals and an event which helps raise the profile of our city on the world stage."

Antoine Gratton, Denis Drolet, Catherine Major, Arthur H, Pierre Lapointe, Carlos Placeres and Yelo Molo all figure in the 21<sup>st</sup> edition lineup which includes a number of novel twists. A large open air concert will be staged each evening at the all new Place des Festivals in the heart of the Entertainment District, and seven outdoor stages representing seven different worlds of music will showcase a variety of artists with sounds as diverse as the modern-day Francophonie itself.

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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.