

# Press release

FOR IMMEDIATE RELEASE

## Full steam ahead with the 23rd edition of Les FrancoFolies de Montréal showcasing French-language music

Montréal, June 10, 2011 – Ten days, more than 250 shows, and some 1,000 artists. What is this all about? It's Les FrancoFolies de Montréal, which will take place this year from June 9 to 18. If you love French-language music, appreciate its greatest names and creators, or would like to discover its rising stars, this is the event to mark down in your agenda. Nowhere else in North America will you find a celebration that features as many singers, musicians, songwriters, and other entertainers from the French-speaking world.

The 2011 edition of Les FrancoFolies includes some unconventional performances, among which are the dynamic duo of rocker Éric Lapointe and the OSM, a unique recital of a Jean Genet poem by Jeanne Moreau and Étienne Daho, a gastro-musical experience on a pleasure boat, and an homage to Serge Gainsbourg by female singers under the artistic direction of Pierre Lapointe.

"As the second largest French-speaking city in the world, Montréal is the prime location for Les FrancoFolies, an event whose three fundamental elements—music, French language, and creativity—are integral parts of the city's DNA," says the Honourable Charles Lapointe, President and Chief Executive Officer of Tourisme Montréal. "Les FrancoFolies is a valuable asset in our strategy that aims to position Montréal as one of the most festive cultural cities in the world," adds Charles Lapointe.

The program for the 23rd edition reveals the welcome arrival of international celebrities, such as Natasha Atlas, Luz Casal, Alpha Blondy, and Stromae, and a full gamut of performances by Québécois artists, including Jean-Pierre Ferland, Loco Locass, Nicola Ciccone, and Radio Radio, all of whom will keep visitors hustling and bustling to get to the next show. The outdoor sections of the Place des Festivals will host more than 175 free, public concerts.

To fully appreciate the experience with ease, Les FrancoFolies has also launched the new mobile application, *Franco Montréal*, for Apple and Android platforms. From buying tickets to knowing real time concert locales to accessing exclusive information, the application gives certain festival-goers the chance to live the event like never before.

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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.