



News release
For immediate distribution

Seventh heaven for six-string fans! **The 1st Montreal Guitar Show strikes a chord!**

Montreal, Wednesday, May 30, 2007 — Finally, an event devoted to the art and craft of the guitar! Welcome to the inaugural **Montreal Guitar Show**, this **July 6-8** in the **Hyatt Regency Montréal**. The largest guitar show in Canada, presented as part of the **MMMIS** and the **Festival International de Jazz de Montréal**, it's seventh heaven for six-string enthusiasts, not only hosting **70 exhibitors**, but offering up their gorgeous wares for sale! Better yet, organizers have booked an amazing array of guitar-centric activities to thrill axe fanatics, from the neophyte to the virtuoso!

The runaway success of the guitar luthier/craftsman series at last year's Montreal Musician and Musical Instrument Show clearly demonstrated the need for a separate show dedicated to the instrument. And, devoted as ever to promoting musicianship to the mass audience, the MMMIS and the Festival decided to combine the two: bringing the artist/artisans to the people who most appreciate them. It all happens in an entirely new, perfectly hospitable venue where crowds can admire, try out and even purchase the most beautiful hand-made instruments crafted by master luthiers. Our instruments carry many passports — Canada, Québec, Argentina, the U.S., Hungary, France, Germany — for what amounts to a global guitar tour!

See, hear, touch, and feel...

No true guitar lover can be satisfied just looking or listening... which suits us perfectly well, because the MMMIS has always meant "interaction"! And the Montreal Guitar Show fulfills that mandate with a mostly free slate of activities designed to satisfy every taste, in an environment created to enhance the fan experience. For instance, instruments can be "test-driven" in private studios for optimal playing and listening.

The opportunity to hold an instrument made by the likes of **Mario Beauregard, Bill Comins, Rick Davis, Michael Greenfield, Michael Lewis, Linda Manzer, John Monteleone, Tom Ribbecke** or **Jean Rompré** is reason enough to visit! However, fans can also participate in workshops hosted by **Sergei de Jonge, Charles Fox, Oskar Graf, Peter Hopkins** and **Ervin Somogyi** on all things guitar, from the a-b-c's of the craft, to choosing a guitar based on the wood used in its manufacture. It all culminates in a series of mini-concerts starring players like **Mike Doolin, Bruce Sexauer** and **Michael Dunn**, who will showcase the magically resonant tones of these peerless instruments.

You can also join in modestly-priced guitar classes in every style offered by the pros: gypsy jazz (**Denis Chang**), classical (**Jean-François Hamel**), flamenco (**Francis Leclerc**), acoustic blues (**John McGale**) and electric (**Michael Jerome Browne**), fingerstyle (**Antoine Dufour**), fingerpicking (**Jean-Luc Thievent**) or archtop jazz (**Mike Gauthier**).

And let's not forget the **Ste-Cat permanent guitar collection!** Luthiers Peter Hopkins (archtop), Jean Rompré (classical), and Rick Davis and Tim McKnight (acoustic) are the first to have crafted guitars — and what guitars! — exclusively for this permanent collection, established to offer a helping hand to our most promising young musicians through free year-long loans of high-quality instruments. Establishing this "guitar bank" is our way of helping the next generation of musicians while celebrating the immense talent of the luthiers who make these works of art. Remember that in each edition, at least two luthiers chosen at random from among those participating in the MGS will take their turns creating guitars bearing the Ste-Cat logo. These new instruments will be exhibited each year as part of the MGS.

All the world's a stage for the guitar

Think you've had your fill of guitar? The genuine devotee is always hungry for more... and we're serving up two concert series exclusively featuring the guitar, presented as part of the MGS and the MMMIS:

- The four concerts of the **Guitar Guitar series** — presented in the Salon Jeanne-Mance by **XM Satellite Radio** — with the **Ritary Ensemble**, the **California Guitar Trio**, the **Lionel Loueke Trio** and **Brooke Miller**
- The aptly-named **Guitarissimo series** — presented by **General Motors** in the GM-MMMIS Tent — held every night of the Festival run, with **David Gogo, Jorge Martinez, John Campbelljohn, Thomas Carbou,**

Erik Mongrain, Ray Bonneville, Denis Chang, Del Vezeau, Mimi Fox, Don Ross and Jim Weider with his special guest **Mitch Stein**

for a grand total of 15 free not-to-be-missed “guitartistic” shows!

In short, Montreal will be the global guitar capital for a few glorious days, hosting concerts by **Wayne Krantz, Béla Fleck, Meshell Ndegeocello, Richard Bona, Richard Pinhas, Bill Frisell, Matt Schofield, Marc Villemure, Steve Adelson, Russell Malone, Toumani Diabaté, Juan Carmona, Jean-Sébastien Chouinard, Garry Burnside, Esperanza Spalding, Alain Caron, Randy Bachman, George Thorogood, Buddy Guy, Kevin Mark, Roberto Occhipinti, Bryan Lee, MG3 Montréal Guitare Trio, Louis Mhlanga, Roland Tchakounté, Jack Semple, Anthony Gomes** and **Sylvain Provost**.

One passion, one place!

The Montreal Guitar Show welcomes all guitar enthusiasts, amateur instrument makers and music lovers who want to better understand the possibilities of this versatile instrument, discover the secrets of its craftsmen, or simply fill their senses with the unequaled tonal glory of guitar! It all happens **July 6 to 8, 2007**, from 11 a.m. to 6 p.m. in the Salon Alfred Rouleau of the **Hyatt Regency Montréal** — the ultimate treat for the modest daily fee of \$10! Until then, visit montrealguitarshow.com to learn more about the show, and to subscribe to our newsletter featuring all the news on the MGS, the MMMIS and the Festival.

The **Montreal Guitar Show**, presented as part of the **Montreal Musician and Musical Instrument Show (MMMIS)** and the **Festival International de Jazz de Montréal**, would like to acknowledge the support of its partners, **Acoustic Guitar** and **Fingerstyle** magazine.

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