



Culture leads the pack across the province of Quebec!

Montreal, September 29, 2008 – Arts and culture surged to a 12th straight victory during the ever-popular Journées de la culture that ended Sunday night. The three days of this annual one-of-a-kind event again brought together several hundreds of thousands of culture enthusiasts throughout Quebec for a veritable cornucopia of activities, each as uplifting as the other. « The artists, artisans and other event organizers can not only rightfully claim to have again been able to tap into the fervor and insatiable curiosity of their loyal supporters, but this year they again scored some points with the many newcomers, » remarked an elated Louise Sicuro, the founder and CEO of *Culture pour tous*, the initiator of Journées de la culture.

In 295 municipalities, artist workshops, libraries, cultural centres, private enterprises and public parks played host to stimulating face-to-face activities where the know-how and generosity of local artists aligned with the ravenous appetite of the Quebec public for innovation and discovery. In **Chaudière-Appalaches**, for example, music lovers that found a seat in the middle of the orchestra for the Orchestre symphonique de Lévis concert, under the direction of Gilles Auger, will undoubtedly have an indelible memory of Dvorak's *Symphony N° 8 in G major (op. 88)*. The Appalachian dulcimer, eukalin and vièle à archet medieval fiddle no longer hold any secrets for the population of Fassett, in the **Outaouais** region, after the “strings of the world” workshop given by instrumentalist Paul Lafrance. The Innus de Sept-Îles, on the **North Shore**, shared their artisan and culinary know-how with non-Aboriginals in a shaputuan museum. Dance, slam, cinema and plastic arts captivated the town of **Saguenay** with a free-of-charge motorized nighttime cultural tour that delightfully disturbed the sleep of the many participants.

In Montreal, more than 3,000 aficionados also enjoyed the troupe's free shuttle service through the auspices of **TD Canada Trust shuttles** for 350 activities provided throughout the city on Saturday and Sunday. The activities included *Le Phare Éphémère*, an architectural video showing made by the VYV Corporation, which in sound and light, along with a Daniel Bélanger soundtrack, put a new perspective on the Tour des Convoyeurs, an industrial remnant from the 1950s. This unusual show complemented a series of activities on the docks of the Old Port titled *De Feu, De Lumière* and which was the scene of some terrific interaction between the artists and the public.

The municipal employees of **La Tuque**, **Laval** and **Longueuil**, along with the employees of CPE Premiers pas, in La Tuque, TD Meloche Monnex, in Laval, Molson, in **Montreal**, and Plastiques Gagnon, in **Saint-Jean-Port-Joli**, took advantage of Journées de la culture to unveil to the general public a work emerging from several weeks of artistic training done in conjunction with the *Art au travail* project.

Quebecers have a date on September 25-26-27, 2009 for the 13th edition of Journées de la culture. But ahead of that, until October 14, they are invited to go to the **lvoteforculture.com** website and explain why they are culture supporters. More than 5 000 people have already taken the time to cast their vote and provide a brief note about the importance of culture in their life. Some sample entries include: « Culture is what keeps us alive. It's what makes us human. It's what opens our mind so that we can excel in all aspects of life, not just the arts. It is what I am, what we all are. It is our identity. Culture is you and me and everyone. It tickles my soul, nourishes my mind, excites, educates and bonds us, makes our "place" unique and special and elevates the collective living experience. Culture teaches us. Culture makes us take a fresh look at the ordinary. Culture delights. Culture innovates. Culture reaches beyond what words can express. Culture defines who we are as a people. » **Add your prose to theirs: vote massively for culture!**

Culture pour tous would like to recognize the collaboration provided by its many loyal supporters, without whom Journées de la culture would not be possible. At the forefront are: the Culture, Communications and Status of Women Ministry, the Municipal Affairs and Regions Ministry, Hydro-Québec, TD Canada Trust, BOS advertising agency, Carat Strategem and the many television and radio stations that broadcast Journées de la culture's commercial messages as a public service.

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Culture pour tous is an independent non-profit organization whose mission is to contribute to the democratization of culture in Quebec. The organization has positioned itself for more than 10 years as a key player in cultural mediation and democratization, at the heart of a network of artists, craftspeople and cultural workers engaged in efforts of this type throughout Quebec. Besides *Journées de la culture*, Culture pour tous has other major initiatives that include the *Cultural Logbook* (a learning tool for schools), *Intercultural Encounters* (an initiative to enhance the profile of professional artists from immigrant communities), the conferences known as *La Rencontre* and community art projects such as *The Convertibles* and *Art at work*.

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