



**Weigh in for the Arts and Creativity!
Be a Champion of Culture!**

Montréal, September 16, 2008 – What will be the three most beautiful days in September 2008? For thousands of champions of the arts and culture it will be Friday 26, Saturday 27 and Sunday 28, the dates of the 12th edition of the Journées de la culture!

More than ever the Journées de la culture provide the general public with a unique and privileged moment to discover and celebrate the artistic and cultural life that emerges from right here in Quebec. This year, over 8,000 artists and cultural workers are getting ready to welcome their fellow citizens and invite them to join the ranks of the **champions of culture**.

“If the intensity, originality and diversity of a community’s cultural life represents undeniable strategic advantages for tourism and economic development, the true champions of culture know that the deepest and most enduring impact of arts and culture is its capacity to affect our lives.” emphasizes Louise Sicuro, the president and CEO of Culture pour tous, the organization that coordinates the Journées de la culture.

Free activities for all tastes

For the current edition, more than 2,500 artistic and cultural organizations are underway working to set up the activities under the sign of dialogue, of the discovery of cultural professions and of the exploration of the language of multiple artistic disciplines.

Here are a few examples taken from the vast program schedule:

- **In Montreal** on September 26 and 27, the Quays of the Old Port Montréal present “Fire and Light” a grandiose multidisciplinary artistic event interweaving sculpture, music, dance, pyrotechnics and architectural video projection.
- **In Montreal** on September 28, on the Champlain Bridge Ice Bridge, Héroïse Rémy proposes “La Traversée” a choreography for a group of humans that breathe together, accompanied by professional and amateur dancers.
- **In Saguenay** from September 26 to 27, presentation of the event “Nuit de la culture”, an activity-filled journey exploring the night in the light of various disciplines, such as music, dance, improvisation and the visual arts. The public will have access to a free bus service.
- **At Lac-Drolet, in the Eastern Townships** on September 27 and 28, “Jam et macadam” invites the public to watch stonecutters as they produce granite pavement (macadam) to the guest drummers’ entrancing rhythms.
- **In Quebec-City** on September 27, at the Théâtre Niveau Parking, Lorraine Coté, stage director of the performance “Elvire Jouvet 40”, will lead discussions on training for theatre acting and the master-student relationship.

The full program schedule is available online at www.journeesdelaculture.qc.ca. There you can hunt out activities to suit your interests, create a personalized schedule and print it!

Get around by shuttle bus in Montreal: it's green and free!

In Montreal, on Saturday and Sunday between 11:00 pm and 5:00 pm the free bus shuttles will drive the champions of culture to the 140 activity sites. A detailed route description is available at the Journées de la culture website: www.journeesdelaculture.qc.ca. This service is made possible thanks to the support of TD Canada Trust, in collaboration with the Société de transport de Montréal.

Two distinct routes, servicing nine stops each:

Saturday: from the PDA to the TOHU

PDA – CinéRobothèque – Maison de la culture Frontenac – École nationale de l'humour – National Theatre School – Ubisoft – Marché Jean-Talon – Centre Jean-Marie-Gauvreau – TOHU

Sunday : from the PDA to the Cirque Éloize

PDA – McCord Museum – Museum of Fine Arts – Cabot Square – Centre culturel Georges-Vanier – Centre CDP Capital – Centre d'histoire de Montréal – Place Jacques-Cartier – Cirque Éloize

A publicity theme that could hardly be more timely

The BOS advertising agency concept developers took their inspiration from the wave of sporting events that marked the year 2008—the Montreal Canadiens in the NHL playoffs, Euro 2008 and the Olympic Games—to create the 12th publicity campaign of the Journées de la Culture. Moreover, this year's theme “**Become a fan of culture**” could not be more on target during this fall season where culture needs its supporters more than ever!

Be a champion of culture: an original campaign that proclaims the public's appetite and passion for the arts and culture loud and clear. To be heard and seen, on the radio, on TV and on the Journées de la culture website at www.journeesdelaculture.qc.ca.

National movement for a municipal declaration: 205 municipalities hooked on culture!

To date, 205 municipalities have adopted a resolution proclaiming the last Friday of September and the two followings days of each year as the *Journées de la culture*. Amqui, Drummondville, Kazabazua, Saint Chrysostome, Saint-Donat and Saint Stanislas are the latest to have joined in the ranks of this movement. Municipalities who wish to do likewise and have the resolution adopted are cordially invited to consult the website of Les Arts et la Ville organization (www.arts-ville.org) or that of Culture pour tous (www.culturepourtous.ca/journeesdelaculture/partenaires_municipal.htm).

Second edition of the project Art at Work: employees from three municipalities and four companies have been mandated to create

Culture pour tous is pleased to announce the 2nd edition of Art at Work, an artistic mediation project that seeks to develop creativity in the workplace and make art more accessible to workers.

This year, seven companies including three municipalities are welcoming professional artists into their respective workplaces to hold workshops and create collective works in collaboration with the employees. Most of these creations will be unveiled during the Journées de la culture on upcoming September 26, 27 and 28.

The companies or municipalities and their associated artists are: CPE Premiers Pas and Raphaël Bénédicte (La Tuque); Molson Canada and Lucie Bélanger (Montréal); Plastiques Gagnon and Sara Chamard (Saint-Jean-Port-Joli); TD Meloche Monnex and Morno (Laval); the city of La Tuque and Guy Simard; the city of Laval and Patricia Gauvin; the city of Longueuil and Michelle Baillargeon.

To follow these artistic projects step by step: www.culturepourtous.ca/artautravail

Thanks to our partners, you champions of culture!

Culture pour tous wishes to highlight the support of its numerous and loyal followers without who the Journées de la culture would not be possible. In the first rows: the Quebec ministère de la Culture, des Communications et de la Condition féminine, the Quebec ministère des Affaires municipales et des Régions, Hydro-Québec, TD Canada Trust, BOS advertising agency and Carat Stratagem, as well as the many TV and radio stations that broadcast the Journées de la culture publicity messages free of cost.

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