

Press release
For immediate release

Culture pour tous and Bos: Creativity *à la carte!*

Montréal, September 1, 2009 – Again this year, as part of a long-standing partnership, Bos advertizing agency has channelled its creativity to support culture. In 1997, for the very first edition of the Journées de la culture, Bos designed a simple and original campaign to persuade as many citizens and artists as possible to establish a productive dialogue to stimulate and enrich their cultural lives.

Since then, the message has been heard loud and clear, and each year, hundreds of thousands of Québécois take part in this vast movement to democratize the arts and culture. Of course, Bos' humorous campaigns are no strangers to such enthusiasm!

Founded in 1988, Bos has created extensive campaigns for clients such as Honda, Fido, the Jean Coutu Group and Rôtisseries Saint-Hubert. For over 20 years, the agency has set itself part in the advertizing field, striving for simplicity and efficiency. Beyond its qualities as a dynamic business, Bos has certainly proven its concrete and unwavering commitment to the development of culture in Québec.

It was therefore no surprise that Bos would remain loyal to our September cultural rendezvous under this year's theme of the Culture Buffet. Bos concocted a radio announcement and television spot that are sure to whet the appetites of the thousands who will participate in the upcoming edition of the event. Inspired by the idea of delightful delicacies and new discoveries in particular, the ads celebrate the benefits of consuming cultural treats to awaken our senses and broaden our horizons.

As you will see, Bos went all out in its creative efforts and Culture pour tous would like to recognize the agency's constant exemplary dedication. We are very proud of our 13 consecutive years of collaboration on new and innovative campaigns to impart the essential message of the Journées de la culture in surprising and dynamic forms.

With the Journées de la culture and Bos, creativity is always on the menu!

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Source:
Culture pour tous
Marie-Josée Paradis

Information:
Diane Jeannotte Communications
514-284-2860, ext.2/ 514-722-8019 (cellular)
djeannotte@direction.qc.ca