

## Forget dieting...September is all about the Culture Buffet!

**Montréal, September 1, 2009** – For a 13<sup>th</sup> consecutive year and fueled by the same drive as always, Culture pour tous will be cooking up the Journées de la culture. The reach of this popular event, unique in North America, extends beyond the city, with deep roots in over 333 towns and villages across Québec. This year, 2,562 organizations – 15% more than in 2008 – have pledged their dedicated and voluntary commitment to our movement to democratize culture.

The 13<sup>th</sup> Journées de la culture will be held Friday September 25, Saturday September 26 and Sunday September 27, 2009. Thousands of free participative activities will be held across the province to help people discover and appreciate the arts and culture. *"Our unique and original events will foster increased accessibility and participation in arts and culture. The impacts of these three days of solidarity held in a unique atmosphere created by people who work in the cultural sector and citizens will resonate throughout the year. Our objective remains the democratization of culture,"* declared Ms. Louise Sicuro, president and CEO of Culture pour tous.

The integrated 2009 communications campaign created in collaboration with Bos advertising agency includes a French television spot, French and English radio ads, posters, and visibility on social networking sites such as Facebook and Twitter. This year's theme is the Culture Buffet: delightful cultural delicacies and the infinite pleasures of discovery! Across Québec, an abundance of free cultural activities will be held to whet the appetites of thousands, and over 800,000 copies of our *menu* will be distributed in weekly publications and newspapers.

Internet users will also get a piece of the pie by visiting our new interactive website designed and created by Provokat – another medium through which the Journées can pursue its objective of making arts and culture more accessible...online! The user-friendly search engine makes it possible to easily browse our programming and even suggest activities that you would like to partake in. The site is a fun and original way to present thousands of activities. Log on to [www.journeesdelaculture.qc.ca](http://www.journeesdelaculture.qc.ca) and explore the possibilities!

**THANK YOU!**

Culture pour tous would like to extend warm thanks to the organizers of each of the activities and to its loyal partners for the vital support they provide for our organization and to ensure that the Journées de la culture run smoothly: The Ministère de la Culture, des Communications et de la Condition féminine; the Ministère des Affaires municipales, des Régions et de l'Occupation du territoire; Hydro-Québec; TD Canada Trust; Bos, Carat Strategem; our advertizing partners and the many media outlets that broadcast advertisements for the Journées de la culture free of charge.

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Source:

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