



For immediate release

THE QUARTIER DES SPECTACLES AND LA VITRINE LIGHT UP FOR THE ALL-NIGHTER !

Montreal, February 2, 2009 – The Quartier des spectacles Partnership and La Vitrine are happy to invite night owls to discover the high-caliber cultural offerings of the 6th All-Nighter at the MONTREAL HIGH LIGHTS Festival. With more than 60 activities available in an area of less than one square kilometer, the Quartier des spectacles is definitely the place to be on this festive night.

First on the agenda: La Vitrine, whose doors will be open from 5pm to 5am on the night of February 28/March 1. Already recognized as a central box office for the cultural offerings of the Quartier des spectacles and greater Montreal, La Vitrine will be brightly forth. As the official information booth for the All-Nighter, the cozy confines of La Vitrine will welcome and inform the thousands of festival-goers.

Night owls can stop by La Vitrine to pick up a copy of the *Quartier des spectacles Walking Tour* brochure. It's a handy guide to help you discover the wealth of the neighbourhood, including its 80 cultural venues and 28 performance halls. The brochure will lead you to the area's institutions, from its well-known halls to its many hidden gems.

In addition to telling the party crowd about the various activities underway for the evening, La Vitrine will warm up the festival-gowers with a program of events that are out of the ordinary. Fresh from winning the Créativité Montréal 2008 Grand Prize for the Urban Integration – Urban Planning category, the Quartier des spectacles is inviting the public to come back and play some more with the dynamic façade of La Vitrine. Thanks to the creative talent of Moment Factory, passersby can come interact with the luminous forms displayed on the giant screen. A technical and artistic achievement, the screen is lit with 35,000 LED bulbs and is an achievement of the Quartier des spectacles Partnership in collaboration with La Vitrine.

To learn about all the events happening in the Quartier des spectacles during the All-Nighter, consult the *Quartier des spectacles and Downtown* section of the Montreal All-Nighter official program, or check on the web at www.lavitrine.com and www.quartierdesspectacles.com.

About the Quartier des spectacles

A century-old tradition of shows and performances in Downtown Montreal makes the Quartier des spectacles the heart of today's cultural metropolis. Countless cultural activities can be found in its 80 centres of cultural performance, exhibition, and broadcasting – both indoors at the neighbourhood's 28 performance venues, and outside during internationally known festivals and events. This square kilometer is bordered by City Councilors, Berri and Sherbrooke streets and René-Lévesque Boulevard.

www.quartierdesspectacles.com

About La Vitrine

La Vitrine is a non-profit organization devoted to the promotion of all cultural and artistic activities presented in the Greater Montreal area. Under one roof, in the heart of the Montreal's Quartier des Spectacles (entertainment district), La Vitrine offers a central box office providing information and last-minute and regular-priced tickets to local and tourist clientele. User-friendly and technologically advanced, La Vitrine is a unique, transactional Internet portal, selling tickets in conjunction with existing distribution networks.

145 Sainte-Catherine Street West - Metro Place des Arts - T 514 285-4545

www.lavitrine.com

About the Quartier des spectacles Partnership

The Quartier des spectacles Partnership was created in June 2003, and emerged from a proposal advanced by ADISQ at the Montreal Summit. A non-profit organization, the Partnership has set out a vision of development based on the enhancement of cultural activities in the life of its downtown neighbourhood. To promote this vision, the Partnership supports and develops projects to bring the neighbourhood together as a place to live and a place to create, and aims to position the area as one of Montreal's major centres of activity and an international cultural destination. The organization is made up of 23 area stakeholders and receives financial support from the City of Montreal, the Quebec Ministère des Affaires municipales et des Régions and private partners.

- 30 -

For more information :

Kathia St-Jean
Communications Director
Quartier des spectacles Partnership
T 514-879-1843 | C 514-502-3672
kathia.st-jean@quartierdesspectacles.com

Frédéric Dufour
Communications and Marketing Officer
La Vitrine
T 514 285-4545, poste 225
frederick.dufour@lavitrine.com