



Press release / For immediate distribution

One more reason to visit the Quartier! Quartier des Spectacles offers 25% more culture

Montreal, October 15, 2012- Between October 15 and November 5, 2012, customers who purchase tickets for events in Quartier des Spectacles will receive gift certificates for 25% of the ticket price. The certificates can be redeemed at participating restaurants, performance venues and La Vitrine. It's a golden opportunity to make the most of your next visit to the Quartier: use your gift certificates for another show, dinner or drinks!

Through this first promotion featuring many of the Quartier's performance venues and restaurants, the Quartier des Spectacles Partnership is encouraging visitors to explore all the cultural and gastronomic treasures found in the 1 km² entertainment district.

For full details visit www.plus25.ca

The advertising campaign for the promotion is by orangetango.

ABOUT QUARTIER DES SPECTACLES

For more than a century, Quartier des Spectacles has been Montreal's cultural heart. Today, it is also a hub of economic, urban and cultural development, with many assets that are helping establish Montreal as a leading cultural metropolis. A vibrant creative zone, open to artistic diversity and cultural cross-pollination, the Quartier has something for everyone, from digital-arts aficionados to fans of world music. Every month of the year and every hour of the day, Montrealers and visitors converge on its 80 venues, 40 festivals and seven squares and public spaces. Part of a unique urban fabric, the boldly illuminated Quartier des Spectacles is an essential destination for anyone looking for a thrilling cultural experience. For more information, visit quartierdesspectacles.com.

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Media enquiries:

Marie-Joëlle Corneau | marie-joelle.corneau@quartierdesspectacles.com | 514-879-0009 ext. 260