



*Press release / For immediate distribution*

## **New! Discover Quartier des Spectacles with a guided tour**

**Montreal, June 12, 2013** – From June 15 to September 28, a new guided tour of Quartier des Spectacles will help the public discover the richness and diversity of Montreal’s cultural core. The two-hour walking tours are offered four times a week, twice in English and twice in French. They are aimed at helping Montrealers and visitors understand this exciting area through its history, present-day development vision and entertainment offerings, complete with plenty of fascinating stories.

Led by a guide accredited by the Institut de tourisme et d’hôtellerie du Québec (ITHQ), visitors will explore the place where so many great events have happened, shaping Montreal’s urban fabric and giving Quartier des Spectacles its unique vibe, from the late 19<sup>th</sup> century to the Red Light era, the opening of Place des Arts and the Quartier’s recent transformation into a giant open-air theatre.

As they walk through the Quartier from west to east, from Place des Festivals to Place Émilie-Gamelin, visitors will learn about iconic cultural sites, impressive new buildings and the Luminous Pathway, a powerful identifying element that is helping Montreal assert itself as one of the world’s great cities of light and a leading-edge force in digital art.

The tour also includes a behind-the-scenes look at the Quartier’s workings, with an exclusive visit to the control centre where all of the Quartier’s high-tech equipment (fountains, projectors, lights, etc.) is operated. The tour also includes special access to the Monument-National, Quebec’s oldest continuously operating theatre, which will welcome visitors to its superb Ludger-Duvernay auditorium.

This initiative is part of the Quartier des Spectacles Partnership’s mission to promote the Quartier as a major destination, as mandated by the Ville de Montréal.

### **INFORMATION**

**June 15 to September 28, 2013**

#### **IN ENGLISH**

Saturdays at 1:30 p.m.

Thursdays at 6 p.m.

#### **IN FRENCH**

Saturdays at 10:30 a.m.

Wednesdays at 6 p.m.

**DURATION:** 2 hours

**COST:** \$15 or \$12 (seniors, students, children under 14), plus taxes

## ABOUT QUARTIER DES SPECTACLES

Quartier des Spectacles has been Montreal's cultural heart for more than a century. 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](http://quartierdesspectacles.com).

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