



PRESS RELEASE
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**MORE THAN A HUNDRED ACTIVITIES AWAIT CHILDREN
AND THEIR PARENTS AT LA FÊTE DES ENFANTS DE MONTRÉAL**

Montreal, August 6, 2009 – Preparations are well underway for *La Fête des enfants de Montréal*, the annual family gathering, at Parc Jean-Drapeau on August 14, 15 and 16. There are already more than 100 free activities on the program, along with plenty of new features and surprises in store for the thousands of children and their parents attending the event, which is evocatively themed *Head for the Treasures*.

On the heels of the resounding success of last year's event, which attracted some 300,000 visitors, organizers of the Fête, in collaboration with the city of Montreal, have decided to extend the program over three days. As a result, most of the activities will be up and running as of Friday, August 14, at 1 p.m. The opening day of the event will be capped by the staging of a major evening show in collaboration with UNICEF Canada, a first-time Fête partner. The international organization will be marking the 20th anniversary of the signing of the Children's Charter of Rights, adopted by the United Nations in 1989. Another great partner of the Fête is the Ministère des Affaires Municipales, des Régions et de l'Occupation du territoire with a 50 000 \$ contribution.

"A one-of-a-kind event in Canada, the *Fête des enfants de Montréal* issues an invitation to discovery and the opportunity to meet and talk with other children at Parc Jean-Drapeau. See, touch, sing, dance and enjoy yourselves as a family – come on over!" exclaimed comedian François-Étienne Paré, the official spokesperson for the event.

An activity-filled program and free transportation

The many treasures waiting to be discovered at the *Fête des enfants de Montréal* will delight children of all ages. While the inflatable climbing structures, face-painting workshops and the Jumpai are back again, there is plenty more. Personalities from four highly popular Télé Québec youth shows - *Toc Toc Toc*, *Sam Chicotte*, *Tactik* and *Kaboum* will be on hand for a screening of the first shows of the new season. And a few lucky children will also have the opportunity to meet the comedians.

Elsewhere on the site, Zone 9-12 is presenting BMX demonstrations and there will also be an introduction to hip-hop dancing, with the URBAN-ELEMENT dance centre, along with circus workshops with LOS DE AHORRITA. Walk a bit further and the P'tits Clins d'œil Jean-Coutu stage will be presenting *Les Petites Tounes*, a rock foursome whose music has captured the hearts of children. Appearing on this same stage is *MOPPI the dog*, who will be encouraging the kids to sing; the *CRÉATIONS INC.* art camp with a theatrical work where children have a starring role, and, capping the program of activities, the lovable *SHILVI* will be performing some of her most popular songs.

Since getting to the Fête is so much easier by taking the subway, anywhere in Montreal, the STM will be providing free transportation for families on Saturday and Sunday, August 15 and 16 respectively. Passes are available at participating Jean Coutu drugstores in the Greater Montreal area.

Open-house days

Along with the activities occurring at Parc Jean-Drapeau, several partners have joined the *Fête des enfants de Montréal*. This group includes the nature museums such as the Botanical Garden, the Biodome, the Planetarium and Insectarium that will be opening their doors, with no admission charge, on Saturday and Sunday. The Montreal Museum of Fine Arts will do likewise on Sunday, while the Biosphere and its environmental museum, and the Parc Jean-Drapeau Aquatic Complex, will also be accessible, free of charge, on Saturday and Sunday.

The invitation is extended to children and their parents for an unforgettable visit to the *Fête des enfants de Montréal*. For all of the many program details, please go to the website at: www.parcjeandrapeau.com.