


WEEK-ENDS
du **MONDE**
au parc Jean-Drapeau**July 5-6 and
12-13, 2014**

Press release

For immediate distribution

Week-ends du monde

a 10th anniversary to the rhythm of dance, music,
culinary discoveries...and sports!

Montréal, July 3, 2014 – The Week-ends du monde event presented by Loto-Québec is back at Parc Jean-Drapeau on the weekends of July 5-6 and 12-13 with a program steeped in diversity. The free event will open with a special 10th anniversary show featuring popular singer-songwriter Karim Ouellet and his guests, and it will end with the live broadcast of the Brazil 2014 FIFA World Cup final on a giant screen.

"Parc Jean-Drapeau is known for the excellence of its outdoor cultural program, and the Week-ends du monde event certainly exemplifies this," stated Daniel Blier, Executive Director of the Société du parc Jean-Drapeau. "From the Karim Ouellet show to the FIFA World Cup broadcast, festival-goers will have lots to choose from in terms of enjoying music, great food and sports. Week-ends du monde is an outstanding showcase for Montréal's incomparable cultural wealth."

"It is with immense pleasure that we celebrate the opening of the 10th edition of Week-ends du monde, an event that is now part of our city's DNA and which promotes the sharing of cultural pluralism. The City of Montréal is extremely proud to contribute to this event which is free for the population and takes place in a park that is highly significant for the present-day and future Montréal" said Mary Deros, associate adviser to the Mayor of Montréal and city councillor for the Parc-Extension district.

Growingly popular

Week-ends du monde, which can be likened to taking veritable trips around the world, has enjoyed a huge rise in popularity over the last four years, as it caters to the Montréal population that is eager to discover all of the cultural riches of the various communities that have made Montréal their home. Attesting to this growth, attendance at last year's event was 218,000, well above the 85,000 people who attended in 2010. During the four days of the event, the various communities share the main stages set up on the site on a daily basis, and the public is free to roam from one stage to the other. There are also satellite stages with performances all day long.

For the main partner, this is an event which brings people together. "Through its sponsorship program, Loto-Québec supports more than 100 Québec events in every



part of the province that are catalysts in terms of generating a social and economic impact in the community," remarked Lucie Lamoureux, Corporate Director, Sponsorships and Social Commitment at Loto-Québec. "Over the last 10 years, with *Les rendez-vous Loto-Québec*, everyone has been a winner in being able to get together and simply have a great time. Thank you to our partners, including the Société du parc Jean-Drapeau, which graciously allows us to take part in these people-gathering festivities. "

A diversified program

Between the 10th anniversary evening with Karim Ouellet and his guests on Saturday, July 5 and the live giant-screen broadcast of the FIFA World Cup final on Sunday, July 13, festival-goers will be treated to the return of such outstanding classics as Jamaica Day, Colombia's national day, the Montréal Peruvian Festival, Cuban Festival, and the must-see Brazilian Summer Carnival. An array of artists, both local and from other parts of the world will be collaborating on the site's various stages. Then there's the free Saturdays program by Piknic Électronik, whose musical program will be adapted to the traditional sounds of the tropics.

On Sunday, July 6, Week-ends du monde makes way for the *électropicale* evening featuring the artist Boogat, a native of Mexico, and Congolese born Quebecer Pierrer Kwenders, who was named the *World's Musical Revelation* by Radio-Canada.

Week-ends du monde will also be offering daily culinary discoveries with the *Place des Saveurs* where there will be varied, unique and original food fare. And the *Grande Gourmandise* will have free demonstrations and culinary tastings highlighting products from our local "terroir". On both weekends, flying trapeze acts will be put on by the Carpe Diem circus, while the Société du patrimoine d'expression du Québec (SPEQ) will present dance performances and traditional music. Meanwhile, parades with boisterous percussionists and musicians will enliven the trails that run along the site.

Week-ends du monde presented by Loto-Québec is an event produced by the Société du parc Jean-Drapeau in collaboration with the City of Montréal, Coca-Cola, Molson Canadian, G1Tour, CKOI 96.9, The Beat 92.5, Cogeco Métromédia, Journal 24 heures, Journal de Montréal, ici Radio-Canada, Société du patrimoine d'expression du Québec, Mondial Montréal, SAMAJAM, Piknic Électronik and evenko.

The mandate of the Société du parc Jean-Drapeau is to manage, administrate, develop, preserve and animate Parc Jean-Drapeau. For any information on the activities at Parc Jean-Drapeau, please go to the website: parcjeandrapeau.com.