



THE FÊTE DES ENFANTS DE MONTRÉAL TO BECOME PART OF A FAMILY SEGMENT IN THE WEEK-ENDS DU MONDE EVENT

Montréal, May 25, 2015 – The *Fête des enfants de Montréal*, an event for youngsters aged 12 and under, will undergo a major change in 2015 when it will be tied into *Week-ends du monde*, another event produced by the Société du parc Jean-Drapeau which will be held on the weekends of July 4-5 and 11-12.

In effect, the *Fête des enfants de Montréal* is going to become the family segment of *Week-ends du monde* with a schedule of activities set up between 2 and 5 p.m. There will be participatory activities, parades, shows and entertainment on the big stage, along with an appearance by the circus troupe, Montréal Complètement Cirque. These activities are all free. Over the last two years, *Week-ends du monde* has attracted more than 400,000 visitors over the four days in which it has been held.

“By utilizing logistical equipment, the stages and the staff of *Week-ends du monde*, we are able to offer a children’s program over a four-day span, rather than the two days it has been in the past,” said François Cartier, the Marketing and Communications Director at the Société du parc Jean-Drapeau. “After 5 p.m., the site will feature programming exclusively for adults, and this will continue until 11 p.m. We are highly confident the *Fête des enfants de Montréal* clientele will be here for the family component of this event, especially since the dates are still in July, as in the past.”

Mr. Cartier added: “Parc Jean-Drapeau has long been regarded as a family destination, with such attractions as the Beach, Aquatic Complex, the children’s play area, the La Ronde amusement park, the cultural activities at the Stewart Museum and the Biosphère, along with events such as the Open House on Québec Farms organized by the UPA and the Fête des neiges de Montréal in the winter. The new family segment of *Week-ends du monde* adds another component to what the Parc has to offer for children.”

Veritable trips around the world, *Week-ends du monde* is an event that has been held at Parc Jean-Drapeau since 2005. It provides Montrealers of all origins with a showcase so they can celebrate and share their traditions through music, dance and culinary

discoveries. The complete program will be available in mid-June on the website:
www.parcjeandrapeau.com.

Week-ends du monde presented by Loto-Québec is produced by the Société du parc
Jean-Drapeau in collaboration with the City of Montréal.