

PRESS RELEASE

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**Société du parc Jean-Drapeau and the promoter Piknic Électronik
sign partnership structure agreement**

May 1, 2024 - A five-year partnership structure agreement has been reached between the Société du parc Jean-Drapeau (SPJD), which is celebrating its 150th year of existence in 2024, and Piknic Électronik, a popular event staged on the site. The two parties, who have been partners since the inception of the renowned music festival in 2003, have signed a site occupancy contract that will extend to October 31, 2028. At the core of this agreement are new components featuring exemplary standards and inclusiveness, along with an even more accessible and diversified program offering.

“The signing of a five-year agreement is the culmination of the efforts expended on a daily basis to propose a continued cultural offering in line with a development perspective that is structural, sustainable and accountable for the largest insular park – our Parc Jean-Drapeau,” said Véronique Doucet, Director General of the SPJD. “This agreement embeds our firm desire to establish a harmonious co-existence between festival-goers and users of the Parc, while at the same time minimizing the impact on our ecosystem.”

The music shows offered by Piknic Électronik are enhanced this year with Festival Palomosa, which is rolling out a new event next September with electronic, rap, hip-hop and Latin music roots. This event will mainly be held in the Espace 67 amphitheatre.

“We are delighted to be able to continue to write the next chapters of Piknic Électronik at parc Jean-Drapeau and open new narratives with the arrival of the Palomosa event, for example!” exclaimed Pascal Lefebvre, the co-founder, president and CEO of Multicolore, the Québec company behind such notable events as Piknic Électronik, Igloofest and Palomosa. “This way, we are maintaining our pledge right from the debut of the event: provide the utmost in musical enjoyment in a magnificent urban public park.”



In 2024, the Piknic Électronik shows will be held from May 19 to October 6 at Parc Jean-Drapeau, which is celebrating 150 years of history, a span during which its festivities have always brought excitement and entertainment to the Montréal population and tourists alike. For further information, please go to the [website of the Parc](#).

About the SPJD

The Société du parc Jean-Drapeau has a mission to protect, build, promote and develop this great urban public park, which this year is marking its 150th anniversary. For the occasion, a festive and diversified program will be offered throughout the year, while many major rehabilitation and renovation projects will be conducted in conjunction with this transformation. Providing a one-of-a-kind experience to its visitors, along with a diversity of landscapes and facilities, this bold initiative will enable this incomparable place to achieve its full potential, making Parc Jean-Drapeau one of the most emblematic parks worldwide.

Piknic Électronik Montréal is an outdoor electronic music event established in 2003 with a mission to create immersive and social experiences in a friendly and cordial environment. Located at parc Jean-Drapeau, an urban park just 10 minutes from downtown Montréal, the event brings together thousands of electronic music fans, every Sunday throughout the summer months. The site also plays host to OFF Piknic, concert-style events for the most avid electronic music mavens. With its program variety, Piknic Électronik Montréal has distinguished itself, since 2003, as a flagship event on Montréal's summer cultural circuit.

Multicolore has been an impressive and successful part of the Québec event and cultural scene for almost 20 years. Masterful in the art of creating colourful, inspirational, innovative and vibrant experiences, Multicolore's portfolio of popular Montréal events includes Piknic Électronik, Igloofest, Festival Palomosa, Super Fête; its production division Multicolore Projets and now, Courage!. Multicolore creates and produces festivals and events worldwide by imagining unique socialization experiences that unite and entertain through a blending of talents and creative collaborations under every colour of event- and experience-related initiatives.

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Information

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