



3RD EDITION OF THE MONTRÉAL PRIDE CELEBRATIONS from August 13 to 16, 2009

A new partnership with the *Festival Juste pour rire* has been formed

Press Release
For immediate release

Montréal, Thursday, June 11, 2009 — After the success of the first two editions, Montréal Pride Celebrations is preparing another exciting and colourful program celebrating the LGBTQA (Lesbian, Gay, Bisexual, Transsexual, Transgender, Transvestite and Allies) community! Once again this year, this major event will underscore the energy and the pride of a dynamic and vibrant community.

The theme chosen for 2009 is "**Stonewall: 40 years!**" As many already know, a series of violent demonstrations between the NYPD and the LGBTQA community broke out on June 28, 1969, in the "Stonewall Inn", a gay bar on Christopher Street in the heart of Greenwich Village. The riots marked a milestone in the history of the community: what is now widely recognized as the first instance where gays and lesbians fought back against persecution, giving birth to the first LGBTQA Pride. A few years later, similar events took place right here in Montréal at Truax Bar.

Last year, the number of people present at the Montréal Pride Celebrations was estimated by CROP Marketing to be 159,000—the best turnout ever for the event! The economic spin-offs were evaluated at 4.2 million dollars. "This year, the Pride Celebrations wanted to refine the program even more, to surprise visitors and do everything in its power to get the attention of an even greater audience and reach the threshold of 200,000 tourists and visitors," said Eric Pineault, President of Pride Montréal Celebrations.

Jasmin Roy will be the spokesperson for the 3rd edition of the Pride Celebrations and will be accompanied by our most honourable Grand Marshal, Ms. Michelle Blanc.



Mr. Jasmin Roy

Jasmin Roy has been in the cultural field for many years now and is no stranger to the world of television. From *Chambres en ville* to *Salut Bonjour* and *Caméra Café*, he is equally at ease in the role of host, reporter or actor. Jasmin Roy can be heard every weekend on 98.5 FM where he hosts *Le magazine du week-end*, a variety show. Mr. Roy strongly believes in the social recognition of Montréal's LGBTQA community, as well as the importance of visibility for worldwide LGBTQA communities.

Célébrations de la Fierté
Montréal 09 | Pride Celebrations

Du 13 au 16 août 2009
460, rue Sainte-Catherine Ouest – Bureau 303
Montréal QC H3B 1A7
T. 514 903-6193 | F. 514 903-6153
www.fiertemontrealpride.com



Ms. Michelle Blanc

One of the first to hold an Electronic Business M.Sc. with a specialization in management, Ms. Blanc is known for the many scientific, educational and popular projects she leads and produces here in Canada. She hosts the michelleblanc.com blog, which has become one of the favourites of the French marketing magazine, Stratégies.fr. She also has recently been named Yahoo Canada's *Big Idea Chair personality* and the third most influential woman in Canadian social media. Her blog is classified as one of the most influential francophone blogs in the world, according to many sources.

www.michelleblanc.com

Place Émilie-Gamelin, located at the corner of Sainte-Catherine and Saint-Hubert Streets, will once again be the main meeting ground for Pride Celebrations. All the activities held at Place Émilie-Gamelin are free.

Thursday, August 13, 2009

3 p.m. **Bunbury : L'importance d'être Constant** (Théâtre Sainte-Catherine) FR
9 p.m. **Bunbury: The Importance of Being Earnest** (Théâtre Sainte-Catherine) EN

Friday, August 14, 2009

3 p.m. **Bunbury : L'importance d'être Constant** (Théâtre Sainte-Catherine) FR
4 p.m. – 11 p.m. **Café des Arts (Exposition Per7eption, Yvon Goulet and Kat Corik)**
(Place Émilie-Gamelin)
6 p.m. Opening of Place Émilie-Gamelin: "**Omegadon**" show
8 p.m. **Dream Académie 80's Show** (Place Émilie-Gamelin)
9 p.m. **Bunbury : L'importance d'être Constant** (Théâtre Sainte-Catherine) FR
9 p.m. **Porn Flakes Show with invited artists** (Place Émilie-Gamelin)
9 p.m. "**Les Gaydailles**" show – In collaboration with the *Festival Juste pour rire*
(Cabaret du musée Juste pour rire)
10 p.m. – 3 a.m. **BYOL** (Bring Your Own Lesbian): Party for girls and their friends
(Society for Arts and Technology - SAT)

Saturday, August 15, 2009

Noon – 11 p.m. **Café des Arts (Exposition Per7eption, Yvon Goulet and Kat Corik)**
(Place Émilie-Gamelin)
11 a.m. – 6 p.m. **COMMUNITY DAY** on Sainte-Catherine Street (Village)
Noon – 8 p.m. **Tropical Zone: A multi-ethnic, urban and caliente zone!** (Place Émilie-Gamelin)
1 p.m. **BBCM Pride Party** (Club Altitude 737 Terrace)
3 p.m. **Bunbury : L'importance d'être Constant** (Théâtre Sainte-Catherine) FR
9 p.m. **Bunbury: The Importance of Being Earnest** (Théâtre Sainte-Catherine) EN
8:30 p.m. – 11 p.m. **Michel Dorion presents "C'est la fête"** (Place Émilie-Gamelin)
9 p.m. "**Les Gaydailles**" Show – In collaboration with the *Festival Juste pour rire*
(Cabaret du musée Juste pour rire)

Sunday, August 16, 2009

Noon – 11 p.m. **Café des Arts (Exposition Per7eption, Yvon Goulet and Kat Corik)**
(Place Émilie-Gamelin)
1 p.m. **PRIDE PARADE** theme: ¡FIESTA! (Boulevard René-Levesque East)
1 p.m. – 11 p.m. **MEGA T-DANCE** with DJ Mark Anthony, DJ Stéfane Lippé and DJ Oscar Velazquez (Place Émilie-Gamelin)
10 p.m. **Closing Show: Stonewall Revolution: 40 years** (Place Émilie-Gamelin)

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All-New for '09!

The “ **Les Gaydailles**” show orchestrated by Jasmin Roy and presented at the Cabaret du Musée Juste pour Rire, the “**BOYL**” party for girls and friends at the SAT and the “**Tropical Zone**”, where music lovers can let themselves go to the rhythm and enchantment of multicultural songs and music at Place Émilie-Gamelin.

Community Day

The Pride Celebrations Organizing Committee will present again this year an outdoor exposition called Community Day. This event will be held all along Sainte-Catherine Street between Berri and Papineau Streets on Saturday, August 15. Visitors will be able to see a wide variety of booths that are, for the most part, run by LGBTA community organizations, namely, various gay and lesbian organizations, ethnic, cultural, religious and community groups as well as corporations, sponsors and sporting clubs.

Parade

The theme for the 2009 parade is “**¡Fiesta!**”, This theme will be reminiscent of the Rio Carnival with its Latin and Brazilian flavours, its dancers, vibrant colours and, most of all, its HEAT! Close to 85 floats and more than 2,000 participants will be on parade in front of tens of thousands of spectators. Families, women, men, tourists and Montrealers of all ages and from all walks of life will come together to celebrate the differences that make up our community. The parade also wants to create social awareness. Participants want to demonstrate their pride in being legally recognized, their desire to be socially accepted and their aspiration to continue to fight for worldwide equality. At 2 p.m., in memory of our brothers and sisters who suffer from oppression throughout the world and for all AIDS victims, one minute of silence will be held.

Major Sponsors

TD Canada Trust, The City of Montréal, Tourism Montréal, the Borough of Ville-Marie, the SDC (*Société de développement commerciale du Village*), Fugues, Trojan, Yellow Tail, VIA Rail Canada, Delta Centre-Ville, Porto Cabral, Winners and MOJO.

Celebrations LGBTA Montréal is the corporation that organizes the Pride Celebrations. The organization was legally established by the community in June 2007 in order to organize the two main events: the Parade and the Community Day. Celebrations LGBTA Montréal is a non-profit organization directed by a board of directors, whose members come from local LGBTA associations, business sectors, special events and the tourism industry.

For more information: www.fiertemontrealpride.com
<http://twitter.com/fierteMTLpride>
<http://www.facebook.com/pages/Fierte-Montreal-Pride/91284896260>

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