



INTERNATIONAL DE
MONTGOLFIÈRES
SAINT-JEAN-SUR-RICHELIEU

AUGUST 12 – 20 AOÛT 2017

FOR IMMEDIATE RELEASE

A FESTIVE AND RALLYING 34TH EDITION!

SAINT-JEAN-SUR-RICHELIEU – The International Balloon Festival of Saint-Jean-sur-Richelieu is going strong this year and is offering a festive and rallying lineup, showcasing musical styles for all tastes and ages. The 34th edition of the Festival, which will take place from August 12 to 20, offers a variety of shows and activities that will delight the crowds!

«For the last two years with the Festival, I was thrilled to see the passion of the people who work there, but also of its festivalgoers. Each year, I can't wait to go back to try the new activities that the Festival has to offer, dance in front of the main stage, and watch the wonderful hot air balloons flights! » Anouk Meunier, spokesperson.

HOT AIR BALLOONS – The Festival welcomes again this year close to 100 hot air balloons from all over the world, including eight special forms. Morning and evening flights guarantee views that continue to wow. Each take-off gives an aerial ballet spectacle in the Haut-Richelieu sky. You won't want to miss the **Night Glows**, on August 13, 15, 18 and 19, these magnificent illuminations of balloons (held to the ground) that resemble big fireflies.

NEW ACTIVITIES – The 34th edition of the Festival adds to its activities the **Pop Challenge**. Run against the clock in this fun and colorful racing course of nearly 2 km, made up of 20 gigantic inflated structures and a dozen of amusing trail obstacles, where you will be filmed in action! At the end of the course, you can even download your personalized video and share it on social media! Whether you try it with friends, family, colleagues, in a team or for your own personal challenge, one thing is sure, the race is accessible to everyone!

LOTO-QUÉBEC STAGE – The **Loto-Québec Stage** will feature renowned local and international artists. Great names such as **Wyclef Jean** with **Dubmatique** will perform. Rap and hip-hop culture will also be represented by the presence of **Dead Obies** and **Alaclair Ensemble**. Fans of more traditional Quebec music will find their match with the performance of the singer-songwriter **Paul Piché**, who is celebrating 40 years of a wonderful career. He will be accompanied by **Vincent Vallières**, **2Frères**, **Koriass** and **Safia Nolin**. Also, the **Cowboys Fringants**, celebrating their 20th anniversary this year, will inevitably bring the party to the Festival, and will be preceded by the Montreal alternative-folk-pop



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band **The Franklin Electric**. **La Chicane** will also grace the stage, followed by **2Frères**, who are back again this year by popular demand. Fans of the television phenomenon **La Voix** will be delighted to hear that the production's tour will be making a stop on the **Loto-Québec Stage** with its eight finalists and surprise guests. The fascinating **Charlotte Cardin**, whose first EP *Big Boy* was a huge success, will be making one of her rare summer stops at the Balloon Festival, performing with the rapper **Husser**. Comedy shows are also scheduled: **Stéphane Rousseau**, **Yannick de Martino** and **Rachid Badouri** will crack up the crowds. Anglophone pop music will also be well represented: the performances of **Virginia to Vegas**, whose song «Selfish» is a current radio hit, and **Scott Helman**, nominated for Breakthrough Artist of the Year and Pop Album of the Year at the 2016 Juno Awards, will definitely have the audience dancing on the second Saturday. Many other artists adored by Quebecers will be performing on the **Loto-Québec Stage**: **Ariane Brunet**, **Caroline Savoie**, **Geoffroy**, and **Alex Nevsky** will have the crowd singing and dancing throughout these 9 festive evenings.

MORE SHOWS – Returning this year with a new name and a new concept, the **Tim Hortons Discovery Stage** will offer various performances: **Laurence Castera**, a former candidate of *La Voix*, **Mégane Cyr**, Rouge FM's artist of the month, **Pierre-Luc Lessard**, **Adam Karch**, **W3PLAY**, **Nicolas Patterson**, **Les Louanges**, and **Equinox** will perform surrounded by a tropical atmosphere and a beach party ambiance! As for the children, they will be delighted to see their favorite artists such as the very popular **Arthur L'aventurier**, as well as **Anne-Lune**, **Mélou**, **Bastien**, **Mission Ouache!**, **Abeille Beausoleil**, **Lilou Lemonde** and **Maria Cannelloni**. The **Hydro-Québec Stage** is also up and running, and will be spreading happiness on its path with many emerging francophone artists.

LOTS AND LOTS OF ACTIVITIES – The Festival remains faithful to its reputation by being the most family-friendly festival in Quebec, thanks to its many entertainment areas. Take the opportunity to spend quality time with your family! While the little ones spend their energy in activities like the inflatables of **Planète Ballon**, parents can relax and unwind in the rest areas. Everyone will be able to learn more about hot air balloons at **Piko's Flight School**, presented by **Le Journal de Montréal**. In case of cravings or for the foodie in you, festivalgoers will not be disappointed: the **Food Truck Zone**, the **Budweiser Terrace** and **SAQ Bistro** are among the many options available for a drink or a snack.

To enjoy the nine days of festivities and live the entire experience, get one of our Integrated Passports, available only for a limited time, that gives an everyday access to the site, the rides, and parking.



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You can also get a hold of our 9 days regular and youth passports, our family packages, as well as our daily tickets. To view the full offer of tickets and passports, visit the www.ballooncanada.com now!

The 34th edition of the Festival will take place from **August 12 to 20 2017**. Until then, follow us on social media (Facebook, Instagram, Twitter and Snapchat) on [@montgolfieres](https://www.instagram.com/montgolfieres) and with the [#ballooncanada](https://twitter.com/montgolfieres) for exclusive information!

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Source: International Balloon Festival of Saint-Jean-sur-Richelieu

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