



PRÉSENTE

MONTGOLFIÈRES

SAINT-JEAN-SUR-RICHELIEU

13 AU 21
AOÛT 2016

PRESS RELEASE
For immediate use



THE INTERNATIONAL BALLOON FESTIVAL'S DOORS OPENING TODAY FOR ITS 33rd EDITION An indie-rock evening to start the festivities

SAINT-JEAN-SUR-RICHELIEU, August 13th 2016 – The International Balloon Festival of Saint-Jean-sur-Richelieu, presented by **Laurentian Bank**, is starting its nine days of festivities. The spokesperson, **Anouk Meunier**, invites you to visit «a site that holds 1001 activities for all generations! » The **greatest family festival in Quebec, day and night**, is running from August 13th to 21st 2016.

Once again this summer, the sky in Saint-Jean-sur-Richelieu is going to be full of colors thanks to 125 hot-air balloons coming from all around the world for Canada's biggest balloon gathering. You will also get the chance to discover ten special forms, six of which are new this year. The whole family will have fun watching 150 artists on three different stages, and in our many animation zones. The 33rd edition is presenting many new additions such as the Immersive Zone, where festivalgoers can live the experience of a balloon flight in virtual and augmented reality. In the same zone, Roman Zavada proposes a dialogue between piano resonances and aurora borealis filmed at 360 degrees. A fabulous adventure where the festivalgoer will plunge in the heart of the Taïga, under auroras, for an immersive and musical experience unique in its kind! Another new addition: **Jackalope**. On site during the first weekend, Canada's biggest multi-sport event will install a ramp where professional skaters will show-off their tricks.

TONIGHT ON THE LOTO-QUÉBEC STAGE

7:30 PM – Alexe Gaudreault has made her own path since her participation on the TV Show La Voix in 2013. Her single «Placebo» was launched in April 2015 and the singer rapidly became the first independent artist to reach top of BDS Franco in the last fifteen years.

8:15 PM – Half Moon Run is back on our stage to the delight of their fans before doing their European tour at the end of the summer. Their new album, *Sun Leads Me On*, has a place on both Canadian and American Billboard top 20, and the single «Turn Your Love» won the prestigious SOCAN No.1 SONG award. The group also received a nomination at the Juno Awards for «Breakthrough Group of the Year. »

9:30 PM – For the first time at the festival, Toronto group **Metric** will rock our stage and present their last album *Pagans in Vegas* launched in September 2015. This record earned the group a nomination in the coveted category «Group of the Year» at the 2016 Juno Awards. Their musical style is a mix of dance-rock, alternative rock, indie rock, and above all, the group is known for their acoustic performances and using instruments such as piano, harmonica and tambourine.

On the **Tim Hortons Star Stage** and **Hydro-Québec Stage** : **Laurence Nerbonne**, the Radio-Canada Revelation of the Year, **Kolas**, **Punchline 13**, **DJ Valérie Daure** and many others.



Tim Hortons



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UPCOMING – On the second day of the festival, the **Loto-Québec Stage** will be filled with country songs from Canadian country star **Brett Kissel**, winner of La Voix's second season, **Yoan**, and opening act **Brigitte Boisjoli**. Lots of other popular artists will be gracing our stage this week: **Milk & Bone**, **Koriass**, **2Frères**, **Redfoo**, **Ariane Moffatt**, les **Cowboys Fringants**, **Francesco Yates**, **OMI**, **Jean-Marc Parent** and the **Show du Ciel** in the aid of the **Foundation Néz pour vivre**.

MONTREAL-FESTIVAL SHUTTLES : Throughout the nine days of the event, a shuttle service will be offered between Montreal (Bonaventure), Brossard (Panama) and festival grounds. Visit ballooncanada.com to see full schedules, fees, and the complete lineup.

The International Balloon Festival continues to spread wonder until August 21st. The event site opens at 12 PM on the weekends and at 1 PM on the weekdays. Continue to follow us on social media (Facebook, Twitter, Instagram, Snapchat) to stay updated on the festivities.

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Source : International de montgolfières de Saint-Jean-sur-Richelieu
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