



PRÉSENTE

MONTGOLFIÈRES SAINT-JEAN-SUR-RICHELIEU

EN COLLABORATION AVEC  LOTO QUÉBEC

8 AU 16
AOÛT

PRESS RELEASE
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A FAMILY VISIT FOR A SKY FULL OF MEMORIES!

SAINT-JEAN-SUR-RICHELIEU, August 8 to 16, 2015 – The 32nd edition of the **International Balloon Festival of Saint-Jean-sur-Richelieu**, presented by **Laurentian Bank**, in collaboration with **Loto-Québec**, remains amongst the must-see events of the summer. Activity zones, carnival rides, stage shows and hot-air balloon flights await to charm Quebec families from all over. Debuting as the festival's proud spokesperson, **Anouk Meunier** invites parents to bring their youngsters, tweens and teens to experience memorable moments at Quebec's family-friendliest festival, day and night.

A HUGE PLAYGROUND – A true paradise for toddlers, **Planète Ballon** and its orbiting **Planète Ballon Extra** convey kids to jump, climb, run and slide in the World's largest inflatable amusement park! It is also one of the two convenient places to find changing mats and free diapers, sinks and serve-yourself sanitary products. Need not to pack baby food jars, simply open our fridge to find our courtesy stock. On 1,5 million square feet of free fun activities for all, the little ones will also like playing around in oversized sand boxes and shaded playgrounds, have their makeup and hair done, dress up, design fun hot-air balloon collectible pins and sit in on the shows of crowd-pleasing **Lilou LeMonde**, **Anne-Lune**, **Bouclette & Brimbelle** and many more. A day filled with fun for a night of deep sleep assured!

SHOWS UNDER THE STARS – For families ready to party into the night, bring chairs and blankets to set up in the grass area before the **Loto-Québec Stage**. See "it" stars **Meghan Trainor** and **Shawn Mendes**, romantic duo **Sylvain Cossette** and **Andrée Watters** as well as brothers **Hugo and Éric Lapointe**. Honouring the 25th anniversary of St-Jean rocker Gerry Boulet's death, his son **Justin Boulet** will present a moving tribute *À la mémoire de Gerry*. On the comedy side, **Katherine Levac**, **Stéphane Fallu** and **Pierre Hébert** are brewing an evening of high laughter and good humor! The Balloon Festival is more than **150 artists**, from here and abroad, for parents and kids, from major stars to emerging talents. It is 150 shows, spread on three stages and nine days of fun.

FOR THE KID IN ALL OF US – The more technologically inclined teens and hipster parents will be glad to share souvenir shots and hashtag **#MONTGOLFIÈRES**. Be in the heat of the action for the **Night Glows**, the fabulous illumination of balloons held on ground, presented on **August 9, 10, 11 and 13**. Expect hidden talents to be revealed at the **outdoor karaoke** and sporty families to slip on a human-size inflated bubble and tackle each other in the ring! If settling once and for all if parents or kids are more easily scared in your family amuses you, head to the Creature's terrifying insides, home to the **Zagents Zéros**.

NEW SHAPES TO A MAGICAL SKY – Taking flight at sunrise and sunset, some **125 hot-air balloons** from the four corners of the World, will bring beyond-words magic to the **Laurentian Bank Flights**. Cameras needed, blow-ups and frames surely wanted! Amongst the daily band of balloons, see a **giraffe**, a **seahorse**, tropical **Brazilian birds**, a **clown**, a **chicken** and a **black sheep**! At Piko's Flight School, festivalgoers will have a crash course on the history of the mythical machine and get to experience the exclusive visual and immersive ascension of a hot-air balloon by flight simulator. Guests will be asked to voice their opinion on which special-shaped balloon the Festival team should choose as the upcoming official shape of the festival, stepping into Piko's joyful and emblematic "shoes".

PARTNERS IN FLIGHT – Outstanding partners, such as Presenter **Laurentian Bank**, Collaborator **Loto-Québec**, **Le Lait**, **Parmalat**, **Jean Coutu**, **Tim Hortons**, the **Société des alcools du Québec**, **Hydro-Québec**, **Le Journal de Montréal**, **Remax**, **Groupe TVA**, **Bell Media**, the **City of Saint-Jean-sur-Richelieu**, the **Government of Canada** and the **Government of Quebec** charge the festival with activity and service zones over-and-above the expectation of families, who choose to discover and rediscover the festival for moments of pure pleasure!

TICKETS – The 32nd edition of the International Balloon Festival of Saint-Jean-sur-Richelieu, the largest hot-air balloon gathering in Canada, will be held from **August 8 to August 16**. To see shows and balloon flights and for amazing friendly fun, get a 9-day passport, a family package or a ticket online at www.ballooncanada.com.

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