



PRÉSENTE

MONTGOLFIÈRES SAINT-JEAN-SUR-RICHELIEU

EN COLLABORATION AVEC LOTO QUÉBEC

8 AU 16
AOÛT

PRESS RELEASE
For immediate use

#MONTGOLFIÈRES: A FRIENDLY VISIT IS A MUST!

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**, is the not-to-be-missed happening of the summer. Must-sees include break-loose activity zones, exciting carnival rides, street and stage shows to dance your worries away and hot-air balloon flights to leave you breathless. With its vibrant and exclusive show schedule, **Canada's largest hot-air balloon gathering** is and remains the event of the summer to discover amongst friends!

STARS UNDER THE STARS – What better way to open the festival than with the refreshing pop star **Meghan Trainor**, performing exclusively on the **Loto-Québec Stage**. Let's not forget **Shawn Mendes**, voted Time Magazine's 2014 Most Influential Teen, and amongst this year's stars on stage. Rock fans will make their way to **Jonas & the Massive Attraction**, the alternative rock band **Moist**, as well as the Toronto-born prolific **Our Lady Peace**. Also worthwhile are one-of-a-kind shows by brothers **Hugo and Éric Lapointe**, **Vincent Vallières** and **Justin Boulet**, paying tribute to his father Gerry as 2015 marks the 25th anniversary of the legendary St-Jean rocker's death. Fans of electronic music and hip hop will be well served thanks to performances by **Misteur Valaire** and **Radio Radio**. Laughing with friends will come easily with comedians **Katherine Levac**, **Stéphane Fallu** and **Pierre Hébert**. Enjoy over 150 shows, spread over three stages and nine days of fun. Shows to see amongst friends of all generations!

SHARE YOUR EXPERIENCES – Avid social media users will be glad to share souvenir shots and hashtag **#MONTGOLFIÈRES**. Nothing tops a tweet or a post of the **Night Glows**, the fabulous illumination of balloons held on ground, presented on four occasions at nightfall. At the festival, smart phones are more than welcome. Their unlimited use is encouraged. When batteries run low, a charging station and free wifi zone awaits.

A MAGICAL SKY, AN EVERCHANGING SKYSCAPE – Think you've seen it all? You will want your camera for this! From August 8 to 16, at sunrise and sunset, for a possible eighteen times in nine days, witness the indescribable magic of the **Laurentian Bank Flights**. Every day, from 3 PM to 4:30 PM, **Pleins feux sur les pilotes**, will have you meeting pilots and crew members. Travelling from **Canada**, the **United States**, **Brazil** and **Belgium** to share their hot-air balloon passion, they will demystify for you the mysterious and mythical machine and have you desire an unforgettable voyage yourself! Flights are available daily, morning and evening.

THE SHACK, THE TERRACES, THE BISTRO AND FOOD TRUCKS – New this year! **The Shack** offers Babyfoot and table games, be it for friendly competitions or just for relaxing. At happy hour, during takeoff, in the evening or whenever deemed called for, festivalgoers are welcome to hit one of our terraces or the bistro to toast to summer or to break crust! Showing the **Loto-Québec Stage** program simultaneously onscreen, guests will be able to share a drink or a meal without missing out on the show. And for the famished, new food trucks onsite will offer a varied menu of many international flavors.

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 festivalgoers, who come and return to our site 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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