



PRESS RELEASE
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A PROVINCE-WIDE EXCLUSIVITY
Meghan Trainor at the International Balloon Festival

SAINT-JEAN-SUR-RICHELIEU, March 31st 2015 – Summer will surely be a high-voltage season with the **International Balloon Festival of Saint-Jean-sur-Richelieu**, presented by **Laurentian Bank**, in collaboration with **Loto-Québec**, unveiling the first headliner of its 32nd edition! The internationally acclaimed star Meghan Trainor will debut on Quebec soil **Saturday August 8th 2015, at 9 PM.**

RETRO POP – Meghan Trainor will make a much-awaited stop for her Québécois fans, over the course of « **The MTRAIN Tour** ». Refreshing and fundamentally pop, **Meghan Trainor** soars high with snappy cotton candy melodies, tinted by R'n'B styles and a hint of reggae, in a retro and humoristic ambiance! As showcased by her more recent single *Dear Future Husband* and her mega success *All About That Bass*, she sings of personal topics and promotes girl-power self-esteem, an attitude at counter flow of female pop standards.

Following in the success of *All About That Bass*, reaching over **700 million YouTube views** and two Grammy nominations for Song of the Year and Record of the Year, Meghan Trainor released her *Title* album in 2015. Including other renowned hits such as *Lips are Moving*, her first opus released with *Epic Records* has rapidly reached the top of Billboard charts, knocking Taylor Swift off her ranks.

TICKETING – The International Balloon Festival's ticketing will also offer a refreshing change to festivalgoers of Quebec's family-friendliest festival, day and night, with new **rates and packages**, rethought to better reflect the realities of today's families. Under its new pricing, festivalgoers aged 4-to-15 will obtain a Youth rate, visitors aged 16-and-more will receive a Regular rate and kids aged **3-and-less** will have **free admission**. 9-day passports will remain available for the knock-down price of two daily passes + \$ 1. To top it all off and cater to all types of families, new Daily Family Packages will also be available for parents accompanying their kids.

For all rates and more information about the **32nd edition** of the International Balloon Festival running from **August 8th to August 16th 2015**, visit www.ballooncanada.com. The full 2015 schedule will be announced next **June 9th**. In the meantime, follow us on Facebook, Twitter and Instagram and mark your calendars!

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