



PRÉSENTE

MONTGOLFIÈRES

SAINT-JEAN-SUR-RICHELIEU

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EXCITING ADDITIONS TO THE INTERNATIONAL BALLOON FESTIVAL LINEUP!

SAINT-JEAN-SUR-RICHELIEU, August 8, 2016 – During its annual media event, the International Balloon Festival of Saint-Jean-sur-Richelieu announced the addition of **Patrice Michaud**, humorist **Jérémy Demay**, and folk-group **2Frères** to the **Show du Ciel** to benefit the **Néz pour vivre Foundation**. This news comes a few days after the Thursday, August 4 announcement that the festival will also welcome Montreal group **Milk & Bone** to their Loto-Quebec stage to perform before rapper **Koriass** on August 15.

THREE NEW ARTISTS – Milk & Bone, comprised of Laurence Lafond-Beaulne and Camille Poliquin, promise to give a memorable performance for their first appearance at the festival. Beginning as touring musicians, the duo decided to join forces and create a unique and mesmerizing electro-pop project, and in March of 2015, Milk & Bone launched their first album, *Little Mourning*, which featured the widely-acclaimed singles, *Coconut Water* and *New York*. Their debut album was also nominated for the prestigious Polaris prize. Festival-goers can look forward to being transported to a unique musical universe. **Patrice Michaud** will join Alex Nevsky, Jean-François Breau, Marie-Eve Janvier, Émilie Janvier and many others for the festival's August 21 closing night concert, the **Show du Ciel**, in support of the **Néz pour vivre Foundation**. Discovered in 2009 at the Festival International de la Chanson de Granby, the singer-songwriter has received many accolades over the course of his young career. His second album, *Le feu de chaque jour*, earned him nine nominations at the 2014 ADISQ Gala, and won him the Felix for Folk Album of the Year. The festival's closing night event is also adding to its comedic lineup with **Jérémy Demay**. The Parisian-born comedian's authentic French humour has helped him win over Quebec audiences ever since he won the title of "Revelation of the Year" at 2008's ComediHa! festival (formerly the Grand rire de Québec), which paved the way for his debut at *Juste pour rire* in 2009, as part of both the Stéphane Rousseau Gala and the Mike Ward Gala. Since 2013, he has been performing his one-man-show *Ça arrête pu d'bien aller*.

MEDIA AND ARTISTS TAKE OFF – At its media event, the greatest family festival in Quebec gave media and artists in attendance an exclusive preview of the event on the festival grounds, as employees were busy setting up the vast and impressive site. Guests had access to a few of the activities in the brand new **Immersive Zone**, such as the 360 degree projection of Roman Zavada's **Résonances Boréales** in the dome, and a live flight in virtual reality, thanks to Figure 55 glasses. Attendees also had the chance to get a taste of what to expect in the **Food Truck Zone**, with appetizers prepared by food trucks, **Belgo Mobile** and **Europea**, who offered up a selection of poutines and macarons, among many delicacies. The evening ended with a hot-air balloon flight for many artists and media, giving them the opportunity to appreciate the incredible view of the festival and its surroundings. **Anouk Meunier**, the festival's spokesperson, **Jean-Marc Parent**, **Koriass**, and Connor Molander and Isaac Symonds from the band **Half Moon Run**, and many others partook in the evening.

BALLOONS IN THE SPOTLIGHT – Once again this year, the Saint-Jean-sur-Richelieu skies will be full of colour, thanks to the **Laurentian Bank** flights and their 125 balloons from all over the world. Festival-goers will have the chance to discover ten special balloon forms, including six new additions. Pilots from all over the globe, including Canada, the United States, Brazil, India, France, and Mexico will come together to share their passion for balloons, enchanting attendees with both morning and evening flights. The ever-popular **Night Glows** are a must, on August 16 and 18-20, where grounded balloons will be spectacularly lit up, offering onlookers an extraordinary and unique visual panorama.

MORE AND MORE SHOWS – This year's lineup will feature an eclectic mixture of well-known artists, such as **OMI**, **Redfoo**, **Francesco Yates**, **Ariane Moffatt**, **Champion & ses G-Strings**, **Galaxie**, **Cowboys Fringants**, **Koriass**, **2Frères**, **Jean-Marc Parent**, **Half Moon Run**, and **Metric**, amongst others. There will be something for everyone, from pop to hip hop to folk to electro. Audiences can also look forward to a performance by Canadian country music star, **Brett Kissel**, who will headline a country night, accompanied by **Yoan** and **Brigitte Boisjoli**. For the festival's closing night event, **Marie-Eve Janvier** and **Jean-François Breau** will join **Alex Nevsky** and **Émilie Janvier**, among many others, for the **Show du Ciel** to benefit the **Néz pour vivre Foundation**. On August 21, they will try to set a new world record for the highest number of people gathered together in one place wearing clown noses, in support of young adults, aged 18-35, who are victims of cancer. The International Balloon Festival will be offering entertainment for the entire family, with more than 150 shows on three stages over the nine days of its festivities. Get ready to be equally impressed by francophone, anglophone, kid-friendly, and emerging artists alike. Fans can look forward to plenty of photo opportunities with their favourite artists to be shared on social media with the hashtags **#MONTGOLFIÈRES** and **#BALLOONCANADA**.

The 33^e edition of the International Balloon Festival will run from August 13 to 21, 2016. To see the complete schedule, visit our website www.ballooncanada.com. In the meantime, follow us on social media (Facebook, Twitter, Instagram, YouTube, Snapchat) for more surprise announcements.

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