



PRÉSENTE

MONTGOLFIÈRES

SAINT-JEAN-SUR-RICHELIEU

13 AU 21
AOÛT 2016

PRESS RELEASE
For immediate use

A BIG GATHERING FOR THE ENTIRE FAMILY

SAINT-JEAN-SUR-RICHELIEU – For its 33rd year, the **International Balloon Festival of Saint-Jean-sur-Richelieu**, presented by **Laurentian Bank**, proposes activities and shows for everyone, and ranks as a “must of the summer”. You are invited to the festivities from August 13th to 21st 2016. For a second consecutive year, spokesperson **Anouk Meunier** invites families and friends to the biggest family festival in Quebec for an incredible experience.

“Last year, I discovered more than a festival: the International Balloon Festival is a passionate family, a site that holds 1001 activities for all generations! I cannot wait to go back and blend in with the crowd, dance in front of the big stage, and stand in awe in front of the balloon flights, each one bigger than the next!” – **Anouk Meunier**

BALLOONS IN THE SPOTLIGHT – Again this year, the sky in Saint-Jean-sur-Richelieu will be full of colors thanks to the **Laurentian Bank** flights and their 125 balloons from all over the world. You will also have the chance to discover the ten special balloon forms, including six new additions. Pilots coming from Canada, the United States, Brazil, France, and Mexico will come and share their passion for balloons, and will enchant you during the morning and evening flights. Be sure to attend the popular **Night Glows**, these wonderful balloon illuminations on the ground, which offer an extraordinary panoramic during four specific nights of the festival.

PLENTY OF NEW ADDITIONS – The 33rd edition will present the **Immersive Zone**, where festivalgoers can experience a 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 parade.

MORE AND MORE SHOWS – On the menu this year, an eclectic lineup featuring numerous well-known artists such as **OMI, Redfoo, Francesco Yates, Ariane Moffatt, Champion et ses G-Strings, Galaxie, Cowboys Fringants, Koriass, 2Frères, Jean-Marc Parent, Milk & Bone, Half Moon Run, and Metric**. Pop, hip hop, folk, electro...everyone will find their flavor. You will also find the Canadian singer **Brett Kissel**, who will headline a country evening accompanied by **Yoan** and **Brigitte Boisjoli**. **Marie-Eve Janvier, Jean-François Breau, Alex Nevksy, Émilie Janvier, Jeremy Demay** and **Marc Dupré** will form the **Show du Ciel** in aid of the **Néz pour vivre** Foundation. They will try to accomplish the record for highest number of people wearing a clown nose, in support of people aged 18-35 who suffer from cancer. The International Balloon Festival will entertain the entire family with over 150 shows on its three stages throughout nine days of festivities. You will have just as much of an opportunity to see francophone, anglophone, kid-friendly, and emerging artists. It is the perfect occasion to take pictures of your favorite artists and to share them on social media with the hashtags **#MONTGOLFIÈRES** and **#BALLOONCANADA**.

COUNTLESS ANIMATION AREAS – In addition to offering its wonderful balloon flights, the festival is also an opportunity to have fun with the family. While kids take over the different activity zones such as the **Astro Athentikos Pleasure Whirl**, the **Laurentian Bank Animation Area**, or the blow-up games in **Planet Balloon**, parents can enjoy the **Journal de Montréal Rest and Play Area**. Kids will enjoy the huge game fields that feature sand pits, shaded game areas, and areas for makeup, hair, costumes, and to create macarons with the balloon logo. The return of classics will delight festivalgoers; the **Creature** with its fresh new screenplay, and the **Food Truck Zone** with eight food trucks for foodies. The International Balloon Festival also encourages artisans with its **Craftsmen Alley**. Learn more about the history of the balloon at **Piko's Flight School**. Festivalgoers can also enjoy our many terraces and bistros, and grab a glass or bite between friends.





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PARTNERS OF GOLD – The International Balloon Festival has still the chance this year to have amazing partners like the presenter **Banque Laurentienne**, and the following partners: **Loto-Québec**, **Le Lait**, **Parmalat**, **Tim Hortons**, the **Société des alcools du Québec**, **Hydro-Québec**, **Sonnet**, **Le Journal de Montréal**, **Remax**, **TVA Group**, **Virgin**, **NRJ**, **Rouge**, la **Ville de Saint-Jean-sur-Richelieu**, le **Gouvernement du Québec**, and the **Gouvernement du Canada** who keeps trusting us.

We have fantastic offers on regular and youth passports as well as our family and family plus packages. To see the complete offer of tickets and passports, and to purchase the one right for you, visit www.ballooncanada.com!

The 33rd edition of the International Balloon Festival will run for August 13th to August 21st 2016. Continue to follow us on social media (Facebook, Twitter, Instagram, and Snapchat) for more surprises.

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

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LE JOURNAL DE MONTRÉAL

ENERGIE MONTREAL 96.5



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