

Record heat: Montreal's White Party Week finished the Easter weekend on a high note! Montreal danced like never before at the 16th White Party Week

Montreal, April 12, 2010 – Stimulated by the heat and the sunshine that gave us summertime in April, Montrealers and tourists celebrated the **16th edition of White Party Week** with unprecedented enthusiasm. From the evening that launched the official CD on Thursday, April 1, with **Yinon Yahel** to the after-party Monday night with **Victor Calderone**, the ambiance was first-class, just as it was the night of **Bal en Blanc** itself, which featured unparalleled intensity. **Over 15,000 people** attended the great electronic dance music party, presented once again to a full house on **Easter Sunday at Palais des congrès**.

A wild ride for the Bal

The atmosphere was quite simply electrifying in the **House room**, where headliners **David Guetta**, **LMFAO**, **Kaskade**, **Ana Paula** and **David Morales** were a smash, as were **Etienne Osborne** and **Cesar "Bass" Romero** in the role of curtain raisers. The vibes were every bit as excellent in the **Tech room**, where **Ferry Corsten** and **Markus Schulz**, visibly in top form, unleashed their unstoppable rhythms in the **spectacular visual environment** created by the **Godskitchen Boombox**. **Sander Van Doorn**, **Sied Van Riel**, the blistering **Infected Mushroom** and the duo **Wizz/Insomnia** were also instrumental in the success of this component, as prized as ever by its fans.

No incident left a blemish on the **15 hours of festivities**, which unfolded in the most positive party spirit. The **absence of Kryoman**, "The Robot" (he missed his flight), who was supposed to perform during David Guetta's set, proved to be the sole hitch of any consequence at this 16th edition. White Party Week once again distinguished itself as a **key event on Montreal's annual agenda**, drawing **many visitors from outside the city** and in the process generating its share of economic benefits. The biggest indoor event of its kind in North America, the Bal is contributing more and more to the **celebrity of the metropolis** beyond our borders.

Highly valued connected events

Despite the fact that the **Tiësto** evening at Time Supper Club was interrupted by the authorities for reasons of overcapacity, related events were still a big hit. Montreal clubs **Red Lite**, **Unity**, **Circus**, **Stereo** and **Parking** all helped boost the party spirit with a popular lineup of international DJs. **Quebec City**, **Ottawa** and **Saguenay** were also well served, with a number of high-level evenings presented in March and early April.

Thank you!

The organizers of Montreal's White Party Week, **Playground Productions**, wish to thank all the participants who contributed to making this 16th edition such a success. **Thanks** also to all our **sponsors and partners** for their essential and very much appreciated support. And it's a date for the **17th edition of White Party Week**, which will be held from **Thursday, April 21, to Monday, April 25, 2011**. Until then, lace up your shoes for the **4th edition of the Sensation event**, taking place **next September** during the long **Labor Day** weekend.