

15th anniversary an enormous success **It was all about music and partying at Montreal's White Party Week**

Montreal, April 16, 2009 – Montrealers and the **many tourists** on hand celebrated in the finest possible way at the **15th edition of Montreal's White Party Week**, which took place last **Thursday to Monday**. **Over 15,000 people** took part in the traditional **Bal en Blanc**, which ran from the night of Sunday the 12th to Monday the 13th at **Palais des Congrès**. Filled to capacity, the **two rooms** vibrated with uncommon intensity to the sounds of **Armin Van Buuren, Offer Nissim, Axwell, Above & Beyond, Ana Paula, Victor Calderone, Markus Schulz, Deadmau5, Roger Shah, Uppercut, King Louis and Insomnia**. Visibly delighted by the electrifying atmosphere, the DJs in attendance pushed their rhythms to the max to keep the crowd dancing throughout the **15 hours** of the event.

An immaculate 15th Bal en Blanc

No incident left a blemish on this 15th anniversary, which was highlighted by a number of memorable moments, including the **two live performances** (one in each room) of the **theme song "Dressed in White"** by singer **Yan Lavoie** and DJ-producer **Steve Aries**. Rounded off by close to a **dozen** related events, the great annual celebration produced unprecedented enthusiasm in the public and the media, reaffirming its status as the springtime happening par excellence in Montreal. The **measures taken to speed up entry** for the thousands of participants also proved to be effective, with lines reduced to next to nothing by around one in the morning. Bal en Blanc was presented in the framework of White Party Week's **"green" initiative**, with the **Écho-Logique** team taking charge of handling bottles and other waste for their eventual **recycling**, thereby appreciably lessening the event's environmental impact.

An enhanced media appeal

For its 15th anniversary, White Party Week enjoyed an increase in **media coverage**, with media representatives from **Boston, Los Angeles, Paris, Seoul, Burlington and Toronto** in attendance at the main event. That presence testifies to the growing renown of the Montreal celebration, now **the biggest expression** of events of its type held indoors in **North America**. A large number of Montreal media outlets also made a point of the success of this 15th edition.

Till next year!

The organizers of Montreal's White Party Week wish to warmly **thank** all their **sponsors** and **partners**, without whom this 15th anniversary could not have been the success that it was. **A big thank-you as well to the public** that has provided solid support for the event for fifteen years. It's a date for the **16th edition** of White Party Week, which will be held from **April 1 to 5, 2010**.

Info for the public: productionsplayground.com, info@productionsplayground.com