

Tiësto • Above & Beyond • Armand Van Helden • Markus Schulz • Avicii • Sander Van Doorn • Cosmic Gate • Freemasons • Ben Gold • Hardwell • Yinon Yahel • Manufactured Superstars • Malek & Raneem

On Sunday, April 24, Tiësto and more than 15 of the best international DJs have a date at the 17th Bal en Blanc

Montreal, April 15, 2011 – The celebration of dance and electronic rhythms will reach its highest peaks at the **17th White Party Week**, presented from **Thursday to Monday, April 21 to 25**. As usual, all eyes and ears will be turned towards the **main event** on Easter Sunday, where once again the **cream of international DJs** will be gathering for a party night without equal.

Today **the biggest indoor event of its kind** being staged in **North America, Montreal's White Party Week** will be doing honor to its reputation with a bulletproof lineup that brings together more than **15 DJs** from among the most popular on the planet. The different faces of electronic dance music will be showcased in their best light with visits from DJs like **Tiësto, Above & Beyond, Armand Van Helden** (one half of the duo **Duck Sauce**, who produced the monster hit "**Barbra Streisand**"), **Markus Schulz, Avicii, Sander Van Doorn, Cosmic Gate, Freemasons, Ben Gold, Hardwell, Yinon Yahel, Manufactured Superstars** and **Malek & Raneem**.

Some **15,000 people** are expected at **Palais des congrès** the **night of Sunday, April 24**, when the party runs without interruption from **9 p.m. to noon** in the **two adjacent rooms**, rechristened **Main Room** and **Trance Room**. One thing goes without saying: the same unparalleled atmosphere that makes Bal en Blanc an event renowned for its openness, its respect for diversity and its radiant crowd will be there for all to enjoy yet again. And in that light, participants are invited to multiply their efforts in celebrating the ball's **visual theme** by donning their most beautiful and sexiest **white outfits**.

Lots of action at the related events

Far from being confined to Bal en Blanc itself, White Party Week festivities also include a number of related events that already have and will continue to have **Montreal and Quebec City** moving to the beat. Things got off to a big start with the **David-Guetta – Live in Quebec** event that took place on March 31, followed the next day by **Steve Angello's** energetic set at Montreal's **Metropolis**. The **official Quebec City pre-party** is scheduled for tonight (**Thursday, April 15**) at club **Dagobert** with the launch of the **White Is Pure 10** compilation CD, featuring the man behind the mix, **Etienne Osborne**. The next day, the provincial capital will carry on dancing at the **La Bombe en Blanc** event presented at the **after-hours La Bombe** with, among others, renowned DJ **Uppercut**. Montrealers won't be left behind with the coming of the celebrated **Sander Kleinenberg** to **Imperial Room** as part of a pre-event presented on **Sunday, April 17**. The **official opening evening** for the 17th edition will meanwhile be featuring the British duo **Freemasons**, on **Thursday, April 21**, at the club **Unity**, before carrying on in even more intense fashion with **Nuit Blanche** at the after-hours **Red Lite** – featuring **Seb Fillion, Zoltan Kontes** and

Press release

For immediate distribution

Freedom –and at after-hours **Circus** with the **launch** of the first album by the collective **Monitor**. A substantial circuit for diehard clubbers! The party will resume in May when none other than **Armin Van Buuren** hits the mixing deck for an **outdoor extravaganza** at the **Beach Club de Pointe-Calumet** on **Sunday the 22nd**.

Tickets won't wait...

VIP tickets sold out some weeks ago, but **regular tickets** are still available at a price of **\$ 132** (taxes, box-office charge [\$2] and police fee [\$5] included, service charge not included) on the **Web** at **balenblanc.com** (via Ticketdriver), at the network of **specialty boutiques** and through **accredited promoters**. Those interested are requested not to wait until the last minute, since tickets will cost more the evening of the event.

Info for the public: Web: – balenblanc.com; productionsplayground.com, **Facebook:** BAL EN BLANC 2011, 17^E ÉDITION (or) GROUPE OFFICIEL DE PRODUCTIONS PLAYGROUND/ **Myspace:** myspace.com/productionsplayground / **Twitter:** twitter.com/balenblanc. **Email:** info@productionsplayground.com

- 30 -

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