

THE SAINTE-CATHERINE STREET CELEBRATES!

July 17 to 18, between Bleury and Saint-Marc



News directors and assignment editors:
NEWS RELEASE FOR IMMEDIATE DISTRIBUTION

300,000 people expected in downtown Montreal July 17 and 18 for Canada's largest sidewalk sale

Montreal, July 14, 2010 — This weekend, downtown Montreal will throb to the beat of *Sainte-Catherine Celebrates*, the largest sidewalk sale in Canada. **Sainte Catherine Street West** will be closed to traffic between Bleury and Saint Marc streets, on Saturday, July 17, and Sunday, July 18, to accommodate the huge crowds that turn out for this annual event, which has become an essential part of summer in Montreal.

Free performances

On Saturday and Sunday, dancers, singers and deejays will be on hand to create a festive atmosphere. Among the artists appearing: crowd-pleasers **Funny Funky Brass Band**, the boisterous **Terrato, Imahue** and their South American rhythms, the fiery gypsy sounds of **Gadji-Gadjo**, the rousing percussionists of **Zuruba**, the sweet vocals of **Harmonie-cité**, and **Macadam Orchestra**, with their delightful bohemian music. There will also be an exhibition of vintage vehicles between Bishop and St-Marc streets, near Guy metro.

A first: the Grand Charivari takes Ste-Catherine Street by storm

Starting at 4 p.m. **on Saturday**, with the Just for Laughs Festival in full swing downtown and as a warm-up for the Grand Charivari, a band of merry-makers from Basel, Switzerland, accompanied by 250 musicians, will make its way along Ste-Catherine West between de Bleury and Phillips Square, offering up stirring melodies and powerful rhythms, which they will also bring to Sunday's parade. Following the sidewalk sale **on Sunday**, it'll be time for the Grand Charivari and the **Satire Parade**, which will invade de Maisonneuve and Sainte Catherine between Jeanne-Mance and Peel starting at 8:30 p.m. More than 1,600 participants will proudly show off their fantastic, satirical creations depicting stories in the news. Fabulous costumes, luminous masks, giant lanterns, brass bands and choirs: it's a no-holds-barred celebration that's sure to be memorable and another great reason to spend a weekend downtown! For more information: www.legrandcharivari.com and www.hahaha.com

Saturday: stores open until 7 p.m.!

Stores will be outside on **Saturday until 7 p.m.** and on regular hours on Sunday, from 9 a.m. to 5 p.m., so that bargain hunters can take advantage of the biggest sale of the year on Sainte Catherine Street.

Did you know?

In Montreal, every summer, tourists from Quebec, Ontario and the United States come to Montreal primarily to take advantage of *Sainte Catherine Street Celebrates* and the summer sales downtown. Why not join them?

Getting there: Metro Place-des-Arts, McGill, Peel or Guy-Concordia. Information: www.destinationcentreville.com

Sainte Catherine Street Celebrates is an initiative of Destination centre-ville, a non-profit organization whose members include more than 8,000 places of business located within the boundaries of Atwater and Saint Antoine, Saint Urbain and Sherbrooke streets in downtown Montreal. Among its activities is contributing to ensuring that downtown Montreal is a clean, safe and lively place where it is enjoyable to shop, work and live.

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Photos of event available on request

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