

NEWS RELEASE

No embargo
Monday, May 3, 2010

2007-2017 Action Plan – Montréal, Cultural Metropolis
**Steering Committee highlights 2009 achievements in the implementation of
the 2007-2017 Action Plan and announces its intention
to organize a unifying event in 2012**

MONTREAL, May 3, 2010 – Members of the Steering Committee for Montréal, Cultural Metropolis have reiterated their unwavering commitment to implementing the 2007-2017 Action Plan – Montréal, Cultural Metropolis, which was adopted during Rendez-vous November 2007 – Montréal cultural metropolis. This took place during an event held at the Musée Pointe-à-Callière to highlight the 2009 achievements and report on its progress.

“Today, we have taken stock of how far we’ve come since adopting the Action Plan,” said Simon Brault, President of the Steering Committee. “In my opinion, our work must not stop here. This is the reason why the Steering Committee has decided to organize a new unifying event in 2012. Its goal will be to review the progress to that point, and provide support for the cultural trends and projects leading up to 2017, the year marking Montreal’s 375th anniversary, Canada’s 150th anniversary, and the 50th anniversary of Expo’67. The Steering Committee has appointed Manuela Goya as Secretary General to help us reach our objectives. We had a great 2009; Montreal’s cultural vitality is undeniable. We must maintain this vitality and strengthen our position as a cultural metropolis. We will focus on this task with day-to-day aid and support from Ms. Goya.”

At this meeting, partners and representatives from Montreal’s cultural community also received *At a Glance 2009*, an overview of the achievements of the 2007-17 Action Plan’s second year. They were pleased to note not only the impressive vitality of local creators, but also that many of the actions prescribed in the Action Plan have been or are in the process of being carried out.

When the 2007-2017 Action Plan was adopted, the Steering Committee for Montréal, Cultural Metropolis agreed to meet at least twice a year to follow up on the action plan’s implementation. The Steering Committee is comprised of Raymond Bachand, Minister of Finance and Minister Responsible for the Montreal Region, Simon Brault, President of Culture Montréal and Chair of the Steering Committee,

Helen Fotopulos, member of the City of Montreal's Executive Committee responsible for culture, heritage and status of women, Diane Giard, Senior Vice-President, Scotiabank, Michel Leblanc, President and CEO of the Board of Trade of Metropolitan Montreal, the Honourable James Moore, Minister of Canadian Heritage and Official Languages, the Honourable Christian Paradis, Minister of Natural Resources and Minister Responsible for the Montreal Region, Jacques Parisien, President, Astral Media Radio and Astral Media Outdoor, Javier San Juan, President and CEO, L'Oréal Canada, Christine St-Pierre, Minister of Culture, Communications and the Status of Women, and Gérald Tremblay, Mayor of Montreal and President of the Rendez-vous November 2007.

The 2007-2017 Action Plan – Montréal, Cultural Metropolis was formulated during Rendez-vous November 2007. This Action Plan aims to consolidate and enhance the position of Montreal as a cultural metropolis. This goal will be reached through greater citizen access to culture , investments in cultural infrastructure, funding for arts organizations, enhancement of Montreal's reputation in Canada and internationally, and an increase in the number of cultural and tourism events.

-30-

Source: 2007-201 Action Plan Secretariat
Montréal, Cultural Metropolis

Information: 514-872-5614