



Montréal
Pride
Celebrations



5th Edition of the Montréal Pride Celebrations

August 9 to 14, 2011

Activity Report

October 5, 2011

A Parade Under
the Art Direction of

2011
ODYSSEY OF THE FUTURE





Message from the President



I am pleased to present this 2011 Report of Activities.

I would like to take this opportunity to thank all of our partners for their support and collaboration over the past months and to realize with us this incredible dream that was the 2011 Montréal Pride Celebrations.

We are looking forward into working with you again in 2012.

Merci !

Éric Pineault
Founding President
Montréal Pride Celebrations

The fifth edition of the Montréal Pride Celebrations, presented by TD, took place from Tuesday August 9 to Sunday, August 14, 2011. Once again this year, this major event underscored the energy and the pride of Montréal's dynamic and vibrant community, with an unforgettable parade under the artistic direction of "3011: Odyssey of the Future". During 6 days of festivities and events, the public participation exceeded all expectations with close to 300,000 spectators, 30,000 more that 2010.



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Logos



Event Name

Montréal Pride Célébrations | Célébrations de la Fierté Montréal

Event Dates

August 9 to 14, 2011 (Tuesday to Sunday)

Description of Festival

The Parade is presented by



Celebrating the rich LGBTQIA history, the Montréal Pride Celebrations is an exciting and colourful festival that underscore the energy and pride of the vibrant Montréal LGBTQIA (Lesbian, Gay, Bisexual, Transsexual, Transgender, Transvestite and Allies) community. Since 2010, the event is held under the general theme "Share the Pride".

The Montréal Pride Celebrations program consists of three main components: HUMAN RIGHTS, CULTURE AND FESTIVITIES.

One of the major highlight is the traditional Pride Parade, which is held under a different artistic direction every year. Community Day, one other key event, is held all along Sainte-Catherine Street between Berri and Papineau streets. Visitors are able to discover a wide variety of booths and the diversity of a unique community.

Many shows and activities take place during the 6-day event at Place Émilie-Gamelin, the heart of the festivities. Among cultural activities: a play, a conference, the Café des Arts.

Board Members

- Éric Pineault, President
- Me Jean-Sébastien Boudreault, Vice President
- Stéphane Proulx, Treasurer
- Sandra Bagaria, Secretary
- Marie-Ève Baron, Administrator
- Michel Dorion, Administrator
- Stéphane Hudon, Administrator
- Daniel Manningham, Administrator
- Jean-François Perrier, Administrator
- Michel Villeneuve, Administrator

Festival Budget

We succeeded in raising \$1,100,00 in funding, including:

- 74% from our private partners
- 4% from the City of Montréal and the Borough of Ville-Marie
- 14.5% from sales/registration fees/voluntary contributions
- 7.5% from the Government of Québec

Volunteers

Festival Week	Number of Volunteers: 210 Volunteer Hours: 2,100
Walk-Up Volunteer	Number of Volunteers: 20 Volunteer Hours: 240
Year Round Coordinators	Number of Volunteers: 2 Volunteer Hours: 2,080
Committee Members	Number of Volunteers: 16 Volunteer Hours: 512
Board Members	Number of Volunteers: 10 Volunteer Hours: 1,200
Total Volunteers in 2011	Total Number of Volunteers: 258 Total Volunteer Hours: 6,132

Employees

Regular Employees

Éric Pineault — President
Jean-Sébastien Boudreault — Vice President
Jean-François Perrier — Marketing Director
Raymond Allen — Finance Director

Event Employees (seasonal)

Lyne Caron — Director of Logistics
Olivier Baskharoun — Intern, Communications
François Dagenais — Project Manager, Partnership & Sponsorship
Bobby Gardner — Volunteer Coordinator
Simon-Luc Lapointe — Community Day and Parade Coordinator
Julia Lehmann — Intern, Marketing
Johnny Naoufal — Project Manager, Sales & Partnership
Peter David Yeo — Project Manager

On Site Employees

André Bilodeau - Carl Éthier — Photographers
Michel Daudelin — Production
Dominique Larose — Production
Sylvain Marchand — Coordinator
Dominique Morissette — Lighting Designer
Jean-Pierre Pérusse — Artistic Coordinator
David Touchette — Cameraman
Éric Tourangeau — Sound Engineer

New Initiatives in 2011



- Program: Very Successful Kids Day
Mega yoga session
- Pride Zone: For just \$5, the public could contribute to the success of the Pride to ensure the quality of all the activities. A bracelet gave a rapid access to the Place Émilie-Gamelin as well as to an exclusive PRIDE ZONE, where you could relax, enjoy Old Dutch Chips and use private toilets.
- A greener festival: with the collaboration of the **TD Friends of the Environment Foundation**, different initiatives were taken:
 - Place Émilie-Gamelin: Recycling promotion (22 recycling bins, 1 recycling container, 1 space for cardboard). Two teams of two people were present to separate the garbage from the recycling. The plastic drink glasses were recyclable at every bar.
 - Community Day : Each group present received a plastic bag for garbage and another one for recycling. A team of four people was on site between 10 am to 6 pm to collect all bags.
 - Pride: People were encouraged to recycle during pride. Each participant who makes decor for their vehicle or float had access to a container to recycle all the material that they do not keep after Pride.

Sponsorship Board

Partenaires principaux | Main Sponsors



Fournisseurs officiels Official Suppliers



Médias Media



Ambassadeurs Ambassadors



Analytics/Impressions

Total attendance

In total, more than **299,300 people** attended the 2011 Montréal Pride Celebrations

Attendance by event

79,000 spectators at Place Émilie-Gamelin on Friday, Saturday and Sunday

56,000 visitors at the Community Day

More than **160,000 spectators** at the Parade

703 spectators at the Duchesse de Langeais play

62 spectators at Beyond Gay : the Politics of Pride, followed by a discussion

230 participants at the Community Day Cocktail.

Attendance increase/decrease from past years

2007

- 75,000 total spectators
- 25,000 attended Community Day
- 45,000 spectators at the Parade
- 5,000 spectators at Place Wolfe

2008

- 160,000 total spectators
- 35,000 attended Community Day
- 75,000 spectators at the Parade
- 50,000 spectators at Place Émilie-Gamelin (3 days)

2009

- 209,000 total spectators
- 48,000 attended Community Day
- 100,000 spectators at the Parade
- 59,000 spectators at Place Émilie-Gamelin (3 days)
- 2,000 spectators to the cultural events (theatre, shows) and associated events (partys, cocktails)
- 49 accredited journalists and photographers

2010

- 267,000 total spectators
- 50,000 attended Community Day
- 145,000 spectators at the Parade
- 68,000 spectators at Place Émilie-Gamelin (4 days) and Champlain Site
- 4,000 spectators to the cultural events (theatre, shows, film) and associated events (partys, cocktails)
- 61 accredited journalists and photographers

2011

- 299,300 total spectators
- 56,000 attended Community Day
- 160,000 spectators at the Parade
- 79,000 spectators at Place Émilie-Gamelin (4 days) and Champlain Site
- 4,300 spectators to the cultural events (theatre, shows, film) and associated events (partys, cocktails)
- 65 accredited journalists and photographers



2011 Statistics

THE PARADE

97 groups and floats

13 large floats on flatbed trucks (7 companies and 6 organizations)

24 small vehicles (6 businesses and 18 organizations)

60 marching groups (56 organizations and 4 businesses)

Duration of parade route: **120** minutes

Duration of parade: **3.75** hours

160,000 people at the parade

THE COMMUNITY DAY

128 exhibitors

110 non-profit organizations

18 companies

La puissance des quatre éléments
The Power of the Four Elements

Place au Cirque !
Here Comes the Circus!

¡FIESTA!

Nos super-héros
Our Superheroes

3011 Odysée du futur
3011 Odyssey of the Future



Festival Schedule

The Montréal Pride Celebrations program consists of three main components:

HUMAN RIGHTS COMPONENT

Under the theme, "Share the Pride", the 2011 Montréal Pride Celebrations strived to create awareness of the fact that, although there have been significant social and legal advances in Québec and in Canada, many members of the LBGT community around the world face the violation of their fundamental rights on a daily basis. The Montréal Pride Celebrations tried to reach out to some of these communities, and worked together to improve the current human rights situation. As part of this mission, the organizers welcomed Ms. Alice Nkom, renowned human rights lawyer from Cameroon and proud defender of gender equality, respect and human dignity, as Grand Marshal of the 2011 edition of the event.

On Wednesday, the screening of the Latvian 70 min film "homo@lv", directed by Kaspars Goba in 2010. This screening was followed by a discussion with our 2011 ambassadors from Latvia: Kaspars Zalitis and Kristine Garina and Ms. Alice Nkom

A conference on same-sex parenting was presented by CORIS (Conférence sur l'orientation et l'identité culturelle) in association with the Canadian Bar Association, Québec Chapter, at the Delta Centre-ville Hotel on Wednesday, August 10.

For the first time on Saturday, the Claude-Tourangeau Prize was awarded COCQ-SIDA Québec in recognition of their remarkable contribution to fighting discrimination against HIV-positive people.

CULTURAL COMPONENT

Theatre, music and exhibitions: a rich and diverse program with something for everyone.

Performed for the first time in Montréal, "Les Anciennes odeurs", written by Michel Tremblay and a staging by Rita Lafontaine. With Francis Bourgea and David Marcel.

Café des Arts: Eight artists, under the artistic direction of Jean-Pierre Pérusse, offered their interpretations of this year's theme, "3011, Odyssey of the Future".

On the TD Music stage, the opening show, **Dream Académie**, explored the rich and diverse array of Drag Queen talent in Montréal.

On the TD Music stage, the amazing show **DECADES** rolled out the hottest pop, rock and disco hits in series of medleys. This electrifying musical show was presented by Alter Ego Productions.

Friday morning, the public was invited to take part in a video shoot of a **lipdub** to the new Beyoncé song "Who Run the World (Girls)." Vanessa Duchel (Star Academy, TVA) and Karl Hardy (VJ Recherché, Musique Plus) joined our spokesperson, Jasmin Roy, in transforming the TD Music Stage and Place Émilie-Gamelin into a massive lipdub!

For the very first time, on Friday afternoon children were invited to take part in the **Kids Day:** inflatable games, guest artists, face painting and many other surprises were in store to entertain the young and the young at heart! A huge success.

In the evening, Montréal Pride Celebrations were delighted to pay tribute to one of Québec's most famous songwriters, Luc Plamondon. **Martine St-Clair** presented the show "Les uns contre les autres... avec Martine" and had the honour of interpreting the Plamondon's greatest hits. Opera singer, **Marc Hervieux**, joined her on stage for a few songs.

On Saturday, the Place Émilie-Gamelin welcomed "Movement, Music and Meditation", the largest **yoga event** in Canada, under the direction of renowned yogini Line Trépanier.

To close the evening with a bang, Michel Dorion took to the stage once again this year to present the third edition of "Michel Dorion présente : C'est la fête !", a variety show featuring a multidisciplinary cast of artists from the LBGT community (singers, dancers, drag queens, musicians, etc.). This year, the show started in cabaret style with a nod to the late Lady Alys Robi. **Claudette Dion, Jessy Gauthier** and Jacynthe also added their voices and talents to this exciting show.

FESTIVE COMPONENT

The important **Community Day** took place on Saturday, on Sainte-Catherine Street, between Papineau and Berri. This event allows members of both the LBGT and mainstream communities to discover many exciting organizations, community groups, businesses and sports teams, run by and/or catering to the LBGT community.

Throughout the same day, visitors were invited to discover the **Green Avenue of Health**, a special space dedicated to information on healthy living and creating a greener environment.

The **Pride Parade**, presented by Viagra for the very first time, started on Sunday at 1 p.m., following the same route along René-Lévesque as last year, from Guy to Sanguinet streets. This year's artistic direction, "3011: Odyssey of the Future", brought a futuristic eye on how the LBGT cause might evolve in the next 1,000 years. The minute of silence was held at 2:45 p.m.

The parade finished at the heart of the festivities near Place Émilie-Gamelin and the TD Music Stage, where the celebrations wrapped up with an outdoor **mega T-Dance**. DJs Charles Poulin (Québec), Erez Bi (Tel Aviv) and Stephan Grondin (Montréal) had everyone dancing until 11 p.m.

Many parties in various clubs were held: the Official Boys Party at Parking on Friday, the BlackKocktail III on Saturday; and festivities will wrap up Sunday evening at Unity with the Official Closing Party.

Meanwhile, on the TD Music Stage, DJ Vito V spined on Friday and DJ Kola Papass on Saturday.

Three lesbian events were held at Hôtel Zéro 1 and Cocktail bar.

Festival Schedule

www.fiertemontrealpride.com

Samedi, 13 août
11 h – 17 h
Journée communautaire
Rue Sainte-Catherine Est (entre les rues Saint-Hubert et Papineau)

Dimanche, 14 août
13 h **Le Défilé**
Minuterie de silence à 14 h 30.
Départ | Rue Guy et boulevard René-Lévesque Ouest
Un défilé sous la direction artistique de **3011 ODYSSÉE DU FUTUR**

Mardi au samedi
Les anciennes odeurs
Pièce de Michel Tremblay. Sous la direction artistique de Rita Lafontaine. Avec Francis Bourgea et David Marcel. Première mardi | 25 \$ taxes incluses. Studio-théâtre de la Place des Arts.
Librairie Mollat: 8330, rue Saint-Hubert – 514 274-2370. Oubliette: www.oubliette.com – 514 842-2112. Frépeur: 1131, rue Sainte-Catherine Est – 514 521-0461.

Mercredi, 10 août
18 h 30 **Conférence: homoparentalité**
Association du Barreau Gay/Lesbien de Québec
Hier, aujourd'hui et demain BRACELET RIÉLUS | Hôtel Delta Centre-Ville 777, rue University, salon Caribé AB
19 h **homo@lv**
Un film de Kasper Goba, Lettorie BRACELET RIÉLUS | Cinéma du Parc 3575, avenue du Parc

Jeudi, 11 août
18 h **Ouverture officielle**
19 h **Dream Académie**
21 h **DECADES**

Vendredi, 12 août
7 h **Lipdub**
10 h **Journée des enfants**
18 h 30 – 20 h 30 **DJ Vito U**
21 h **Les uns contre les autres... avec Martine**

Scène TD Musique – Place Émilie-Gamelin, cœur des festivités

15 h – 17 h **Mégasession de yoga**
18 h – 19 h 30 **DJ Kola Papass**
19 h 30 **Queer of the Year**
19 h 45 **Prix Claude-Tourangeau**
20 h **Michel Dorion présente: C'est la fête!**

14 h **Méga T-Dance**
14 h **DJ Charles Poulin**
17 h **DJ Erez Bi**
20 h **DJ Stephan Grondin**
22 h 30 **Show de clôture Cantelli**

Jeudi au dimanche
13 h / **D'Apollon à**
23 h **DeGeneres**
Exposition photographique GRATUITE. Courtoisie de la Fondation Émergence | Face à la place Émilie-Gamelin, sur la rue Saint-Catharine.

Étincelles de la fierté
17 h 30 GRATUITE | Hôtel Zéro 1, 1 boul. René-Lévesque E.
19 h **Pink 28**
5 \$ | Hôtel Zéro 1, 1 boul. René-Lévesque E.

Jeudi au dimanche
Café des Arts
STOP AIDS
18 artistes qui ont fait une différence dans la lutte des LBGT et qui nous offrent une interprétation du thème de cette année: **JOURNÉE ODYSSÉE DU FUTUR**
GRATUIT | Place Émilie-Gamelin

HORAIRE
Jeudi 10 h – 23 h
Vendredi 13 h – 23 h
Samedi 13 h – 23 h
Dimanche 14 h – 23 h

Lez Elles
18 h GRATUITE | Le Cocktail – 1668 rue Ste-Catherine
22 h **Party officiel des Boys**
5 \$ | Parking Nightclub – 1296 rue Amherst

22 h **Party officiel de clôture**
GRATUIT | Unity – 1171 rue Sainte-Catherine

Creative materials

Festival Posters

POSTERS

500 posters printed and distributed in the Village, downtown and in the Plateau Mont-Royal area.

Distributed Programs

OFFICIAL PROGRAMME

50,500 copies printed and distributed in the Village, downtown, the Plateau Mont-Royal and at Infotouriste Centre.

E-Newsletters

ENEWSLETTERS

Three email blast sent in June, July and August to more than 45,000 subscribers.

One email blast from the Québec Gay Chamber of Commerce database.

Two email blasts from Fugues Magazine database.

Two email blasts from Tourisme Montréal database.

Festival Postcards

POSTCARDS

4,000 postcards printed and distributed in Montréal, at the at the Toronto Pride (June 30 to July 3, 2011).

PROMOTIONAL VIDEO

A 2m 01s video presented on YouTube (seen 2,663 times).

MAJOR PROMOTION (Outside Montréal)

Presence in the Toronto Pride Parade and Fair Day with 40 participants.

QUEER OF THE YEAR

Major mix web promotion with Tourisme Montréal with the creation of the countest *Queer of the Year*. The top five finalists competed in Montréal during the Montréal Pride Celebrations. They were followed by a film crew and the clips presented of the website where the public could vote for their favorite contestants.

www.queeroftheyearcontest.com



POSTCARDS (4,000)

Festival Guide

PROGRAMME (80 pages)



4' X 4' OUTDOOR BOARD ON SITE (3)



POSTER (500)



Creative materials

AD — Spartacus Traveler (Germany)



SPONSORS BANNER ON SITE (25' X 3.5') – (2)



AD - Mirror (Montréal)



AD - Femmes Entre-Elles (Montréal)



AD - 24 h (Montréal)



Media Coverage & Impressions

INTERNATIONAL INTERNET AND PRINT COVERAGE

Têtu	France	OutinAmerica.com, Harrisburg	USA
Männer	Germany	OutinAmerica.com, Knoxville	USA
Spartacus Traveler	Germany	OutinAmerica.com, New York	USA
Tomontour.com	Germany	OutinAmerica.com, Phoenix	USA
Pink Paper	UK	OutinAmerica.com, Washington	USA
QueerAttitude.com	UK	OutinAmerica.com, West Palm Beach	USA
365gay.com	USA	OutTravelerG.P.S.	USA
About.com	USA	Next Magazine online	USA
AfterEllen.com	USA	PassportMagazine.com	USA
Curve Magazine e-newsletter	USA	Pink	USA
Edge on the Net	USA	PhillyMag.com	USA
Edge online (Boston)	USA	PinkBananaWorld.com	USA
Edge online (New York)	USA	PurpleRoofs.com	USA
ElementQMagazine.com	USA	QueerToday.com	USA
Frontiers LA online	USA	San Francisco Chronicle	USA
Gay.com	USA	SheWired.com	USA
Gayopolis.com	USA	South Florida Gay News	USA
GeorgeMichaelForums.com	USA	The Advocate	USA
IMDB.com	USA	The Miami Herald	USA
InstinctMagazine.com	USA	The San Diego Union-Tribune	USA
Joe.My.God blog	USA	Trip Out Gay Travel	USA
Logo online	USA	Tripout Travel	USA
MetroWeekly.com	USA	www.QueerSighted.com	USA
OutinAmerica.com, Dayton	USA	www.TheHomofile.com	USA

Media Exchange

PRINT	
Fugues (5 pages)	Montréal
Le 24 h (2/3 page)	Montréal
Mirror (2/3 page)	Montréal
Entre Elles (1 page)	Montréal
Spartacus Traveler (1 page)	Germany
Männer (1 page)	Germany
Pink (1 page)	Chicago

RADIO	
Rythme 105,7 FM (Air time)	Montréal
Virgin 96 Radio (Air time)	Montréal
Gayradiobec.com (Air time)	Québec

WEB	
www.lestubbies.com	Québec
www.altercite.com	Québec
www.outtv.ca	Canada
www.sparctacusworld.com	Germany

MALL ADS	
3 different malls (Posters)	Montréal

SMART PHONES	
Grindr	USA

The event enjoyed extensive media coverage thanks to the firm Labonté Communications (www.alainlabonte.ca), Tourisme Montréal and our Marketing Department.

Website Hits (Unique Visitors)

WEB

Our WEB SITE (www.fiertemontrealpride.com) received 479,427 visits from May 1 to August 31, 2011.

TELEVISION

Numerous television appearances:

Radio-Canada LCN	TVA TQS	Global OUTTV	CBC V Télé	RDI
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Media Exposure (Print)

DAILIES AND WEEKLIES (Greater Montréal)

Dozens of articles in daily newspapers and weekly publications:

Journal de Montréal	Le Devoir	La Presse
The Gazette	Globe and Mail	7 jours
Magazine Dernière Heure	La Semaine	Journal Métro
Fugues	Mirror	Hour
Journal 24 heures	Voir	The West End Times
Journal Le Plateau	Journal Échos Vedettes	Magazine Être

Online Media

INTERNET (Canada)

Numerous articles on various sites and blogs:

www.ruefrontenac.com	www.canoe.com	www.michelleblanc.com
www.cyberpresse.ca	www.7jours.ca	www.fugues.com
www.infoculture.ca	www.montrealtv.ca	www.lelezard.com
www.lacliqueduvillage.com	www.sdcvillage.com	www.showbizz.net
www.matin.qc.ca	www.scfp.ca	www.24hmontreal.canoe.ca
www.ledevoir.com	www.zonculture.ca	www.radio-canada.ca
www.cbc.ca	www.rockdetente.com	www.branchez-vous.com
www.journalmetro.com	www.infoculture.ca	www.montrealxpress.ca
www.soudbeatmag.com	www.985fm.ca	www.xtra.ca
www.gaytravel.about.com	www.outtv.ca	www.montrealgazette.com
www.touristiquementgay.com	www.lestubbies.com	www.lanouvelle.net
www.sorstu.com	www.murmitoyen.com	www.dubonetducon.com
www.montrealtheatre.qc.ca	www.lebabillard.com	www.planetequebec.com
www.divertissement.vtele.ca	www.pieuvre.ca	www.gaycalgary.com
www.qc.news.yahoo.com	www.fr.aol.ca	www.actualites.ca.msn.com
www.lametropole.com	www.divertissement.sympatico.ca	

SOCIAL NETWORKS

Active presence on	Twitter	http://twitter.com/fierteMTLPride
	Facebook	www.facebook.com/fiertemontrealpride (6,062 admirers)
	YouTube	www.youtube.com/watch?v=xvb_opolwIA www.youtube.com/watch?v=48MupVbcEtI

RADIO

MIX 96 FM	Radio 98,5 FM	CKOI FM 96,9
MaxRadio	Gayradiobec	Radio Centre-ville
Radio CINQ FM Centre-ville	Radio CKUT	Radio Shalom
Radio C.JAD	Radio Info 690	Radio CIBL
Radio Ville-Marie	Radio Cité Rock-détente	

Media Space Purchase

PRINT

Fugues (4 pages)
Le 24 h (2/3 page)
Mirror (2/3 page)
Entre Elles (1 page)

Montréal Pride Celebrations 2011 Photos





Press Conference

The press conference enjoyed a major coverage from all local, regional and national media in Montréal: in print, web, television and radio.

PRESS CONFERENCE COVERAGE

David Pinsonneault was interviewed onsite by Fugues Magazine, CFMB FM radio and CIBL FM radio, (interview at 4 min 12 sec)

Radio coverage : CJAD - 6 août.mp3 (TD mentioned at 4 min 55 sec)

Print and Online coverage: Canoe TVA, 24 Heures, Fugues, Montreal.tv, Gayradio-bec.com

WEEK-END FESTIVITIES COVERAGE

Great article in Saturday edition of La Presse with photo of the TD float and quote from David Pinsonneault.

Radio coverage: CIBL and 98.5 (mention the TD Stage)

TV Coverage: RDI and TVA

Estimated overall reach for TD PR activities in Québec over 6.4 million.



On August 3, the 2011 Montréal Pride Celebrations presented by TD were officially launched. Mr. Éric Pineault, President of the Montréal Pride Celebrations, Mr. Jasmin Roy, Spoke-Person, Mr. David Pinsonneault, Senior Vice President, Business Banking, Québec & Atlantic, TD Bank Group and Jean-Sébastien Boudreault, Vice Président of the Montréal Pride Celebrations.

Additional Festival Survey Data

Forecast for 2012

ATTENDANCE

Targeted increase in attendance of **10 %**

The number of spectatores and visitors should reach **330,000 people** thanks to the growing awareness of the event (6th edition) and increasing visibility (partnerships with Tourisme Québec, Tourisme Montréal and various LGBT media).

PROGRAMME

A special attention will be given to the quality of the performances in order to increase attendance and sales on the central site at Place Émilie-Gamelin. A major international artist should be part of the 2012 programme.

PARADE

The plan is always to provide a higher assistance to participating groups to create a global unity for the whole parade theme.

Therefore, the number of spectators should keep increasing by **10% to 15%**.

BUDGET

The budget for the 2012 edition will be **\$1,250,000**.

In addition, we want to offer the greatest possible visibily to our existing partners and future ones.

Toursim Impact

\$4,426,158

*Source: Tourisme Montréal (2008)





Montréal Pride Celebrations 2011 Photos





Votre banque, en toute fierté!



**Défilé et festival de la fierté
Du 9 au 14 août 2011
www.fiertemontrealpride.com**