

PRIDE MONTRÉAL



A PARADE, PRESENTED BY VIAGRA, UNDER THE THEME
**OUR FLAG,
OUR PRIDE**

AUGUST 13 TO 19, 2012
SHARE THE PRIDE

ACTIVITY REPORT



COMMUNITY AND HUMAN RIGHTS • CULTURE • FESTIVITIES

www.fiertemontrealpride.com

MESSAGE FROM THE PRESIDENT



The sixth edition of Montréal Pride, presented by TD, took place from Monday August 13 to Sunday, August 19, 2012. Once again this year, this major event underscored the energy and the pride of Montréal's dynamic and vibrant LGBT community, with an unforgettable parade under the theme "Our Flag, Our Pride". During 7 days of festivities and events, the public participation exceeded all forecasts with close to 327,000 spectators, which is 30,000 more than in 2011.

Share the Pride



Eric Pineault

I am pleased to present this 2012 Activity Report.

I would like to take this opportunity to thank all of our partners for their support and collaboration over the past months and for helping us to deliver this incredible 2012 edition of Montréal Pride.

We are looking forward to working with you again in 2013.

Merci!

Éric Pineault
Founding President
Montréal Pride

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FierteMTPride

Fierté Montréal
260, rue Sainte-Catherine Est
Montréal QC H2X 1L4
Téléphone : 514 903-6193
info@fiertemontrealpride.com
www.fiertemontrealpride.com



Logos



Event Name

Fierté Montréal | Montréal Pride

Event Dates

August 13 to 19, 2012 (Monday to Sunday)

Description of Festival

Celebrating the rich LGBT history, Montréal Pride is an exciting and colourful festival that underscores the energy and pride of the vibrant Montréal LGBT (Lesbian, Gay, Bisexual, Transsexual, Transgender, Transvestite and Allies) community.

The Montréal Pride program consists of three main components: HUMAN RIGHTS & COMMUNITY, CULTURE and FESTIVITIES.

One of the major highlights is the traditional Pride Parade, which is held under a different theme each year. Community Day, another key event, is held all along Sainte-Catherine Street between Saint-Hubert and Papineau streets, where visitors are able to discover the diversity of this unique community. Many shows and activities take place during the 5-day event at Place Émilie-Gamelin, the heart of the festivities. The human rights component includes a conference on LGBT rights. Among cultural activities are a play and the Café des Arts photography exhibition.

Parade presented by



Festival Contacts/Board Members

Éric Pineault, President
Me Jean-Sébastien Boudreault, Vice President
Stéphane Proulx, Treasurer
Sandra Bagaria, Secretary
Raymond Allen Patrick, Administrator
Marie-Ève Baron, Administrator
Michel Dorion, Administrator
Stéphane Hudon, Administrator
Robert Laramée, Administrator
Jean-François Perrier, Administrator
Michel Villeneuve, Administrator

Festival Budget

We succeeded in raising \$1,175,00 in funding, including:

73.5% from our private partners

4% from the City of Montréal and the Borough of Ville-Marie

14.6% from sales/registration fees/voluntary contributions

7.9% from the Government of Québec

VOLUNTEERS

EMPLOYEES

Festival Week	Number of Volunteers:	220
	Volunteer Hours:	2,200
Walk-Up Volunteer	Number of Volunteers:	18
	Volunteer Hours:	216
Year Round Coordinators	Number of Volunteers:	2
	Volunteer Hours:	2,200
Committee Members	Number of Volunteers:	16
	Volunteer Hours:	512
Board Members	Number of Volunteers:	11
	Volunteer Hours:	1,320
Total Volunteers in 2012	Total Number of Volunteers:	267
	Total Volunteer Hours:	6,448

Sponsor Leader Board

MAIN SPONSORS



OFFICIAL SUPPLIERS

MEDIA

AMBASSADORS



New Initiatives in 2012

- Program:
- Émmental Expiré (Poetry performance evening)
 - 3-day LGBT Rights Conference
 - Women's Movie Night
 - First Official Montréal Dyke
 - Literary Pride 2012
 - Raising of the Flag
 - Pride Run on Mount Royal (5 km)
 - One additional day of shows at Place Émilie-Galemin
 - Generation Boomer show
 - New official parties for youth, bears, leather, fetish and women's niches
 - Official Afterhours Party
 - Pink Dot event
 - Zumba in the park



A greener festival: with the collaboration of the **TD Friends of the Environment Foundation**, various initiatives were undertaken:

Place Émilie-Gamelin:

New signage was introduced to clearly display TD Friends of the Environment Foundation involvement.

A TD Recycling zone was also created at 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.

Three TD Recycling areas were located on Sainte-Catherine Street.

Pride Parade:

People were encouraged to recycle during Pride. All participants who created decorative materials for their vehicles or floats had access to a container to recycle any materials that they did not keep after Pride.





2012 STATISTICS

Total attendance

In total, more than **327,000 people** attended the 2012 Montréal Pride Celebrations

Attendance by event

85,000 spectators at Place Émilie-Gamelin from Wednesday to Sunday

70,000 visitors at the Community Day

More than **167,000 spectators** at the Parade

Attendance at the various cultural, sport and associated events as well as the parties, theatre, films and conference: **5,000 spectators**

2012 STATISTICS

THE PARADE

101 groups and floats

21 large floats on flatbed trucks

38 small vehicles

42 marching group

Duration of parade route: **120** minutes

Duration of parade: **3.75** hours

167,000 people at the parade



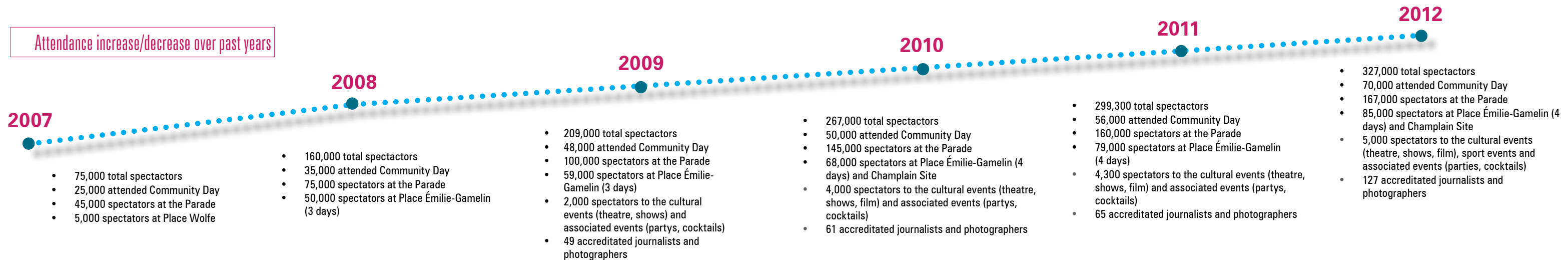
THE COMMUNITY DAY

141 exhibitors

112 non-profit organizations

29 companies

Attendance increase/decrease over past years



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 Odyssée du futur
3011 Odyssey of the Future

Notre drapeau, notre fierté
Our Flag, Our Pride



General Theme (2010, 2011 and 2012)

Partagez la Fierté | Share the Pride

2012 Pride Parade Theme

Notre drapeau, notre fierté | Our Flag, Our Pride

The Montréal Pride program consists of three main components:

HUMAN RIGHTS and COMMUNITY COMPONENT

Montréal Pride is organized each year to celebrate the legal and social advances made in Québec and in Canada, while raising awareness for the work still to be done to attain social and legal equality around the world. To underscore these important issues, the program included a **conference on LGBT human rights** that was held on August 14, 15 and 16. Five conferences were presented at the Cinémathèque québécoise.

On Saturday, August 18, at 2 pm, **Nate Phelps**, the estranged son of Pastor Fred Phelps spoke about growing up in the Westboro Baptist Church and in the most controversial family in the US.

Kids' Day was back for a second year on Thursday, August 16 from 9 am to 2 pm. There were inflatable games, face-painting, the creation of a giant mural and lots of entertainment for neighbourhood kids aged 3 to 12.

Community Day was held on Saturday, August 18, on Sainte-Catherine Street, between Papineau and Saint-Hubert, from 11 am to 5 pm. This event allowed members of both the LGBT and mainstream communities to discover many exciting organizations, community groups, businesses and sports teams, run by and/or catering to the LGBT community. Also on Sainte-Catherine Street was also the **Green Health Avenue**, a special space dedicated to information on healthy living and creating a greener environment.

For the second year, on Friday, August 17 at 8:30 pm, the **Claude-Tourangeau Award** was given to an individual or organization in recognition of their remarkable contribution in the fight against serophobia.

CULTURAL COMPONENT

This 6th edition of Montréal Pride offered a wide variety of activities with something for every taste, from art and photography, to literary evenings, theatre, poetry and movies.

On Monday, August 13, there was a **Women's Movie Night** at the Cinémathèque québécoise with three short films followed by a discussion with the filmmakers.

For the first time, Montréal Pride, in partnership with the Centre communautaire des gais et des lesbiennes de Montréal (CCGLM) and the Bibliothèque à livres ouverts, presented **Literary Pride** from August 14 to 18. These evenings, hosted by Denis-Martin Chabot, television journalist for Radio-Canada for almost 28 years, were an opportunity to meet and chat with authors.

In 2012, Village Scene Productions celebrated their 10th year of producing original queer-themed bilingual theatre with **Bathroom: The Musical!**, an all-male burlesque musical comedy presented at the Cinquième Salle at Place des Arts.

The official opening of the 6th edition of Montréal Pride, at Place Émilie-Gamelin, was held on Wednesday, August 18, at 6 pm with, for the first time, the symbolic **raising of the rainbow flag**, followed by the opening evening of the **Café des Arts**. A group of 9 artists from the LGBT community presented their work, curated by Jean-Pierre Pérusse, with 100% of sales going directly to the artists.

There was also a photo exhibition entitled **Trans Égeria** from August 16 to 19 on Sainte-Catherine Street, between Saint-Hubert and Saint-André. This exhibition, which premiered in Paris in 2011, paid homage to several prominent transgender personalities who have marked international history.

FESTIVE COMPONENT

The program of free outdoor shows on the main TD Music Stage at Place Émilie-Gamelin began on Wednesday, August 16, at 8 pm with **Génération Boomer**. The show featured Patsy Gallant, Richard Huet, Pier Béland, Guy Harvey from Les Gendarmes and Michèle Richard.

At 7 pm on Thursday, **Dream Académie** was back for a 5th year with the most beautiful up-and-coming Drag Queens in Montréal. At 9 pm, **La nuit d'Émilie** hit the stage, hosted by Émilie Bégin, with performances by Véronique Claveau, Benoît McGinnis, Brigitte Lafleur, François Dagenais, Linda Thalie and Marc Dupré.

On Friday at 11 am, Productions D4C (Dancing for Causes) invited everyone to come and try a little **Zumba**, a dance routine that's done to Latin and international rhythms in a fun and festive atmosphere.

Friday night at 7 pm started with **La vie en fluo**, hosted by singer-actress Annie Dufresne and backed by her group, ElectroLise. At 9 pm, it was **Made in Québec**, with a constellation of popular Québec artists and personalities. The voices of Diane Tell, France D'Amour, Patrick Bourgeois, Brigitte Boisjoli and Matt Laurent came together on one stage to perform everyone's favourite French and English songs under the stars.

Saturday morning, Les Galopins running club welcomed everyone for the first **Pride Run**, a 5k run through beautiful Mount-Royal Park. On Saturday at 10 am, Montréal Pride held its **First Official Montréal Dyke March**.

On Saturday, August 18 at 3 pm, the **Yoga Mega-Session**, the largest outdoor yoga event in Montréal, was back for a second year. At 6 pm at Place Émilie-Gamelin, Montréal Pride invited everyone in the community and all their friends and family to join us for Montréal's first **Pink Dot** event.

Saturday evening at 7 pm, **From Broadway to Hollywood** brought together the best of classic Broadway musicals brought to Hollywood's big screen. At 8 pm, it was the 5th edition of Montréal Pride's signature show, **Michel Dorion présente: C'est la fête!**, hosted by Michel Dorion.

The **Pride Parade**, presented by Viagra, took place on Sunday, August 19, starting at 1 pm under the theme, "Our Flag, Our Pride". It followed the same route as last year along René-Lévesque, from Guy to Sanguinet. The traditional moment of silence was held at 3 pm in memory of those we have lost to AIDS and homophobia. The parade ended at place Émilie-Gamelin and the TD Music Stage for the ever-popular outdoor **Mega T-Dance**, with DJs Charles Poulin (Québec), DJ Mike Cruz (New York) and DJ Mark Anthony (Montréal).

The **Platinum Party**, Montréal Pride's official afterhours event at Bonsecours Market, was held on Saturday at 10 pm to Sunday at 8 am, with DJs Alberto Perez (Montréal), Danny Verde (Milan) and Joe Gauthreaux (Los Angeles); the **Game Over Party** on Sunday night started at 10 pm, also at Bonsecours Market, with DJs Rich & Kiss (Riccardo Ricciardi and Olivier Kiss).

Many other events organized by our partners were held from Monday to Sunday: the **Emmental Expiré** poetry night, evenings at **Cabaret Mado**, the women's **6 à 9 de la Fierté** on the terrace of Unity, the **Collectif d'affaires 2012 cocktail** at the Salle Astral, the **Aqua Queer Prom Force** youth prom at Local C/D, the **Cuir as F*ck** women's party at Katakombes, the **Black & White** multicultural evening the Gouverneur Place Dupuis hotel, the **official Boys Party** at Apollon, the **Fantasia Ball** at Cabaret Cléopâtre, the **Pig Party** at Katakombes, the official **Bear Party** at Le Stud and the **official closing party** at Unity.

FESTIVAL SCHEDULE



PRÉSIDENTS D'HONNEUR,
INVITÉS D'HONNEURS
ET PORTE-PAROLE








ÉVÉNEMENTS GRATUITS

PROGRAMMATION DE LA PLACE ÉMILIE-GAMELIN

MERCREDI 15 AOÛT	JEUDI 16 AOÛT	VENDREDI 17 AOÛT	SAMEDI 18 AOÛT	DIMANCHE 19 AOÛT
17 H 30 OUVERTURE DE LA PLACE ÉMILIE-GAMELIN	9 H À 14 H JOURNÉE DES ENFANTS	11 H À MIDI ZUMBA EN PLEIN AIR	15 H À 17 H MÉGASÉSSION DE YOGA	
CAFÉ DES ARTS 17 H 30 À MINUIT		MIDI À MINUIT	MIDI À MINUIT	MIDI À MINUIT
18 H DJ GIGI	19 H DREAM ACADEMIE	18 H DJ MARIO LÉONARD	18 H PINK DOT	14 H À 23 H MÉGA T-DANCE DJ Charles Poulin (Québec) DJ Mike Cruz (New York) DJ Mark Anthony (Montréal)
18 H LEVÉE DU DRAPEAU	19 H 30 EXTRAIT DE BAIN-SAUNA: LE MUSICAL!	19 H LA VIE EN FLUO Annie Dufresne Renaud Lefort Alex Pépin Les Raymondes ElectroLise Madame Minou	18 H 30 (SUR INVITATION) COCKTAIL COMMUNAUTAIRE	22 H 30 SHOW DE CLÔTURE Shangela
19 H 30 GÉNÉRATION BOOMER Anime par Richard Gauthier Avec: Patsy Gallant Richard Huet Pier Béland Guy Harvey / Les Gendarmes Michèle Richard accompagnée de ses musiciens	21 H LA NUIT D'ÉMILY Émilie Bégin Véronique Claveau Benoît McGinnis Brigitte Lafleur François Dagenais Linda Thalie Marc Dupré	20 H 30 PRIX CLAUDE-TOURANGEAU	19 H DE BROADWAY À HOLLYWOOD Katie Julien Martin Robert	
		21 H MADE IN QUÉBEC France D'Amour Diane Tell Patrick Bourgeois Brigitte Boisjoli Matt Laurent	20 H MICHEL DORION PRÉSENTE: C'EST LA FÊTE! Michel Dorion Cantelli Popline Angel Ectrika Shangela Nana Jimmy Moore Pamela Lajoie Mado Joan Bluteau Nat King Pole Greg Tudeski Destiny Christian Marc Gendron	 

PARTENAIRES PRINCIPAUX



MÉDIAS



FESTIVAL SCHEDULE

CREATIVE MATERIALS

TD Fierté Montréal
DU 13 AU 19 AOÛT 2012
PARTAGEZ LA FIERTÉ
www.fiertemontrealpride.com

LUNDI 13 AOÛT
19 H 30
CINÉMATHEQUE QUÉBÉCOISE
BRACELET REÇUS
SOIRÉE CINÉMA DES FILLES
Slow Burn | EN
Christine Chew
Chained! | EN
Betsy Kalin
Je les aime encore | FR
Marie-Pierre Grenier
19 H
BAR LE COCKTAIL | GRATUIT
EMMENTAL EXPIRÉ

MARDI 14 AOÛT
CONFÉRENCE SUR LES DROITS LGBT
CINÉMATHEQUE QUÉBÉCOISE
BRACELET REÇUS
CONFÉRENCE SUR LES DROITS LGBT
Mardi 18 h 30 L'amour sans frontière
Mardi 18 h 30 L'homophobie : une discrimination ordinaire ?
Mardi 20 h 15 « Si au moins j'étais laide »
Mercredi 18 h 30 Panel militante féministe intergénérationnel
Jeudi 18 h 30 Histoire des lesbiennes cuirs au Canada

MERCREDI 15 AOÛT
FIERTÉ LITTÉRAIRE
19 H | GRATUIT
MARDI AU SIR MONTCALM
23 H
CABARET MADO | 6 \$
LE MARDI À MADO

JEUDI 16 AOÛT
FIERTÉ LITTÉRAIRE
18 H
TERRASSE UNITY | GRATUIT
6À9 DE LA FIERTÉ
PINK28 & LEZ
SPREAD THE WORD
16 H
SALLE L'ASTRAL |
RÉSERVATION REÇUE
LE COLLECTIF D'AFFAIRES 2012
PRÉSENTÉ PAR FIERTÉ AU TRAVAIL CANADA ET LA CCGO
18 H ET 22 H
HÔTEL GOUVERNEUR
PLACE DU PUIS | 100 \$ ET 30 \$
SOIRÉE BLACK & WHITE
11 H À 17 H
RUE SAINTE-CATHERINE EST,
ENTRE LES RUES SAINT-CHRISTOPHE ET SAINT-ANDRÉ
JOURNÉE COMMUNAUTAIRE

VENDREDI 17 AOÛT
TRANS ÉGERIA 13 H À 23 H | GRATUIT | EXPOSITION PRÉSENTÉE PAR L'ATO ET LA FONDATION ÉMERGENCE
RUE SAINTE-CATHERINE EST (ENTRE LES RUES SAINT-HUBERT ET SAINT-ANDRÉ)

SAMEDI 18 AOÛT
10 H
PARC DU MONT-ROYAL
COURSE DE LA FIERTÉ 2012
11 H
RUE SAINTE-CATHERINE EST,
ENTRE LES RUES CHAMPLAIN ET SAINT-HUBERT
MARCHE DES FEMMES

DIMANCHE 19 AOÛT
UN DÉFILE SOUS LE THÈME
NOTRE DRAPEAU NOTRE FIERTÉ
LE DÉFILE EST PRÉSENTÉ PAR

SAMEDI 18 AOÛT
13 H
BOUL. RENÉ-LÉVESQUE,
DÉPART DE LA RUE OLY
JUSQU'À LA RUE SANGUINET
LE DÉFILE
MINUTE DE SILENCE 15 H

SAMEDI 18 AOÛT
15 H
LE NOUVEL HÔTEL & SPA | 10 \$
CONFÉRENCE AVEC NATE PHELPS

BAIN-SAUNA: LE MUSICAL! CINQUIÈME SALLE DE LA PLACE DES ARTS | 20 H 30
BATHHOUSE: THE MUSICAL! 32,60 \$ ET 37,60 \$ (TAXES INCLUSES) SAMEDI EN ANGLAIS

20 H
LOCAL C/D | 5 \$ ET 7 \$
LE BAL DES JEUNES LGBT
21 H
KATAKOMBES | 10 \$
CUIR AS F*CK
22 H 30
CABARET MADO | 8 \$
LE RÊVE SE POURSUIT

22 H
APOLLON BOÎTE DE NUIT | 6 \$
PARTY OFFICIEL DES BOYS
22 H
CABARET CLÉOPÂTRE | 10 \$
BAL FANTASIA
22 H
CABARET UNDERWORLD
15 \$ ET 20 \$
CRUSH

22 H À 8 H
MARCHÉ BONSECOURS
60 \$ - 95 \$ VIP
AFTERHOURS OFFICIEL PLATINUM
22 H
MARCHÉ BONSECOURS
20 \$ - 35 \$ VIP
PARTY OFFICIEL GAME OVER
DJ Rich & Kiss (Montréal)
22 H
UNITY | GRATUIT
PARTY DE CLÔTURE • STAFF PARTY DU UNITY

22 H
KATAKOMBES | 10 \$ ET 15 \$
PIG LE PARTY KINKY OFFICIEL DE LA FIERTÉ
22 H
LE STUD BAR | GRATUIT
PARTY OFFICIEL DES OURS

23 H
CABARET MADO | 5 \$
DREAM ACADEMIE
POST ÉVÉNEMENT
21 AOÛT AU 8 SEPT.
18 H 30, 19 H ET 20 H
ESPACE LIBRE | 24 \$ ET 34 \$
CHANGING ROOM

ACHETEZ VOTRE BRACELET 5 \$
C'EST SOUTENIR VOTRE FIERTÉ !

Crush
DJ MaryHell
DJ Morales
CAPSULE NO SPECIAL GUESTS

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 Infoturiste Centre.

E-Newsletters

NEWSLETTERS
Three email blast sent in June, July and August to more than 25,000 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.

One email blast from BBCM database.

Postcards

POSTCARDS
6,000 postcards (FR and EN) printed and distributed in Montréal, and at the Toronto Pride (June 28 to July 1, 2012).

3,000 postcards printed and distributed in Montréal for the women's market.

MAJOR PROMOTION (Outside Montréal)
Presence in the Toronto Pride Parade and Fair Day with 30 participants.

QUEER OF THE YEAR
A major web and on-site promotion was deployed again this year with Tourisme Montréal for the creation of the third annual *Queer of the Year* contest. The top five finalists competed in challenges in Montréal during the Montréal Pride. They were followed by a film crew and the clips presented of the website where the public could vote for their favorite contestants.

www.facebook.com/QOTYcontest



POSTCARDS
(3,000 FR) – (3,000 EN)

CREATIVE MATERIALS

MAIN ENTRANCE



AD - Fugues (Montréal)



AD - Pink (Chicago)



AD - Fun Maps (USA)



AD - London Pride



The event enjoyed the most extensive media coverage to date.

MEDIA COVERAGE

INTERNATIONAL INTERNET AND PRINT COVERAGE

eGlobalMedia	Australia	Edge Philadelphia	USA
Rainbow Tourism gaytravel.in	Australia	Edge Providence	USA
Romandie.com	Belgium	Edge Provincetown	USA
RTLinfo.be	Belgium	Edge Provincetown	USA
Fyne.co.uk	England	Edge San Diego	USA
Boursorama.com	France	Edge Seattle	USA
Elus locaux contre le SIDA	France	Edge Washington	USA
Europ1.fr	France	Edgeonthenet.com	USA
L'est-éclair.fr	France	EdgeSan Francisco	USA
L'Express.fr	France	Examiner.com	USA
L'internaute.com	France	Focus on Travel News	USA
L'union.presse.fr	France	Gayapolis.com	USA
La Depeche.fr	France	GayCities.com	USA
LaMancheLibre.fr	France	GayTravellersNetwork.com	USA
LaProvence.com	France	GuySpy blog	USA
Le Nouvel Observateur	France	HelloCotton blog	USA
LePoint.fr	France	HotMaleInternational.com	USA
Les voix du PANDA	France	ILiketIShareit.com	USA
MusicalAvenue.fr	France	Instinct Magazine Blog	USA
news.fr.msn.com	France	Instinct Travel blog	USA
Nord éclair.fr	France	Jim Swimm Blog	USA
Planet.fr	France	JoeMyGod blog	USA
Pressedd.com	France	Late Night with Jimmy Fallon	USA
TerraFemina.com	France	Marimacho blog	USA
Têtu.com	France	MetroWeekly.com	USA
TV5.org	France	MileHighGayGuy.com	USA
VousNousIls.com	France	MileHighGayGuy.com	USA
Queer.de	Germany	ModernAccommodations.com	USA
RCI Guadeloupe Radio Caraïbe	International	NewNowNext.com	USA
	Guadeloupe (France)	Out.com	USA
FirstPost.com	India	OutTraveler.com	USA
L'Orient le jour	Lebanon	Purpleroofs.com	USA
LesNouvelles.pf	Tahiti (France)	Qbits Tumblr blog	USA
About.com	USA	Queertrip.com blog	USA
Above a Sheep Farm blog	USA	Queerty.com	USA
Bloomberg.com	USA	Regator.com	USA
BoingBoing.net	USA	Research-Labs.net	USA
BuzzBox.com	USA	Seasons of Pride	USA
Buzzbox.com	USA	SheWired.com	USA
CastRoller.com	USA	Squidoo.com	USA
ChicagoPride.com	USA	The Gay Report	USA
Ed Salvato blog	USA	The Philadelphia Gay News	USA
Edge Atlanta	USA	The Reak Steve Gray blog	USA
Edge Boston	USA	TheQ	USA
Edge Boston	USA	TheViralTrend.com	USA
Edge Chicago	USA	Towleroad.com blog	USA
Edge Fire Island	USA	TravelBoatingLifestyle	USA
Edge Fort Lauderdale	USA	TravelSquire.com	USA
Edge Las Vegas	USA	U.S. Consulate General MTL	USA
Edge Miami	USA	VideoHX	USA
Edge New England	USA	VideoSift.com	USA
Edge New York	USA		
Edge Orlando	USA		
Edge Palm Springs	USA		

Website Traffic (Unique Visitors)

Media Exposure



Online Media



Media Space Purchase

WEB

Our website (www.fiertemontrealpride.com) received 302,008 visits from May 1 to August 31, 2012.

TELEVISION

Numerous television appearances:				
Radio-Canada LCN	TVA CTV	Global OUTTV	CBC V Télé	RDI

RADIO

MIX 96 FM	Radio 98,5 FM	CKOI FM 96.9
Gayradiobec	Radio Centre-ville	Proud FM
Radio CINQ FM Centre-ville	Radio CKUT	Rythme FM 105.7
Radio CJAD	Radio Info 690	Radio CIBL

DAILIES AND WEEKLIES (Greater Montréal)

Dozens of articles in daily newspapers and weekly publications:		
Journal de Montréal	Le Devoir	La Presse
The Gazette	7 Jours Magazine	La Semaine
Journal Métro	Fugues	Journal 24 heures
2B Magazine	Échos Vedettes Magazine	Magazine Être

INTERNET (Canada)

Numerous articles on various sites and blogs:

24H Montréal	Etre Magazine	Météo Média
33mag.com	fr.canoe.ca	Montreal.hispano.in
7 Jours magazine	GayCalgary.com	MR.KC A Vancouver Tumblelog
98.5 FM en ligne	GayGuideHalifax.com	MSN Canada
Actualité et News	Guide gai du Québec	Naufages des villes (RDI)
Argyle Institute	Huffington Post Quebec	Nightlife.ca
BLOG MTL	Journal Métro	Noticias Montreal
Bombe.tv	JournaldeMontreal.com	Openfile.ca
Canada.com	JournaldeQuebec.com	OutTV.com
Canoe.ca	Cyberpresse	Rabble.ca
Canoe.ca - LesNouvellesRSS.com	La Presse Canadienne - Hugo	Radio-Canada
CBC News Montreal	Prévost	Radio-Canada
CentPapiers.com	La Presse Canadienne - le fil radio	RDI en direct
Centre de documentation sur l'éducation des adultes et la condition féminine	La Semaine	RDI Matin
CFTM (TVA Montréal)	LaMetropole.com	Salut Bonjour (TVA) 6h58
CHLT (TVA - Sherbrooke)	LCN	Straight.com
CHOT (TVA - Ottawa)	LCN Le Matin	The Gazette Blog
CJAD online	LCN maintenant	The Huffington Post Quebec
CJPM (TVA Chicoutimi)	LCN Nuit	TravelGayCanada
CTV News	LCN nuit - ARGENT	TVA Nouvelles en ligne
CultMontreal	Le Devoir	UFCW.ca (United Food and Commercial Workers Canada)
E-Llico	Le National (RDI)	WindsorStar.com
eGlobalMedia	Le Téléjournal (RDI)	Xtra.ca
Entiendes mas g (blog)	Le Téléjournal Midi (RDI)	
	LeDevoir.com	
	LeLezard.com	

SOCIAL NETWORKS

Active presence on	Twitter	http://twitter.com/fierteMTLPride
	Facebook	www.facebook.com/fiertemontrealpride (7,493 fans)
	YouTube	www.youtube.com/user/fiertemontrealpride

PRINT

- Fugues (4 pages)
- FunMaps (1 page)
- www.xtra.ca (web banners)
- www.GayGuideToronto.com (web banners)
- www.GayTravel.com (web banners)
- www.noizemag.com (web banners)



MEDIA COVERAGE

Media Exchanges

PRINT

Fugues (6 pages) Montréal
 Priape (1 page) Montréal
 Fierté Québec (1 page) Québec
 Fun Maps (1 page) USA
 London Pride (1 page) Ontario
 Pink (1 page) Chicago

RADIO

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

WEB

www.lestubbies.com Québec
 www.altercite.com Québec
 www.touristiquementgay.com Québec
 www.outtv.ca Canada
 www.outlooks.ca Canada
 www.xtra.ca Ontario
 www.GayGuideToronto.com Ontario
 www.GayTravel.com USA
 www.noizemag.com USA
 www.guyspy.com USA

SMART PHONE APPS

GuySpy USA

Tourism Impact

\$4,426,158

*Source: Tourisme Montréal (2008)



PRESS CONFERENCE

The press conference (on Monday, August 13, 2012) enjoyed major coverage from all local and regional print, web, television and radio media in Montréal.



Jean-Sébastien Boudreault, Vice-President Montréal Pride, David Pinsonneault, Senior Vice President, Commercial Banking, Québec and Atlantic and Co-chair, Québec Market, TD Bank Group, Éric Pineault, President of Montréal Montréal and Jasmin Roy, Montréal Pride spokesperson

ADDITIONAL PRIDE ACTIVITIES

"Les Bâisseurs" Honorary Gala

Montréal Pride hosted a gala event to mark the International Day Against Homophobia on May 17, 2012, at the Nelligan Hotel in Montréal. The gala, which was held under the theme of "Les bâtisseurs" (the builders) highlighted the important contributions that individuals and organizations have made to defend the rights of LGBTQ people in Montréal and in Québec, and to promoting a positive image of the community.

This gala brought together prominent figures and organizations from Montréal's LGBTQ community and from the business milieu to celebrate the social advances made and the achievement of legal equality.

Six recipients were presented with awards over the course of the evening:

- Mr. Jean-Marc Fournier, Québec's Minister of Justice, Attorney General of Québec, Minister responsible for the fight against homophobia and Member for Saint-Laurent.
- Ms. Kathleen Weil, Minister of Immigration and Cultural Communities and Member for Notre-Dame-de-Grâce.
- Ms. Marie-Marcelle Godbout, founder of Aide aux transsexuel(le)s du Québec (ATQ).
- Mr. David Testo, professional soccer player, named Most Valuable Player of the Montréal Impact in 2009.
- Divers/Cité, the organization that officially founded Gay Pride in its current form in Montréal in 1992 and held the first Pride parade in 1993.
- The TD Bank Group, which has been a leading partner for Montréal Pride since 2008. TD has also been an important partner for many other LGBTQ community organizations and foundations.

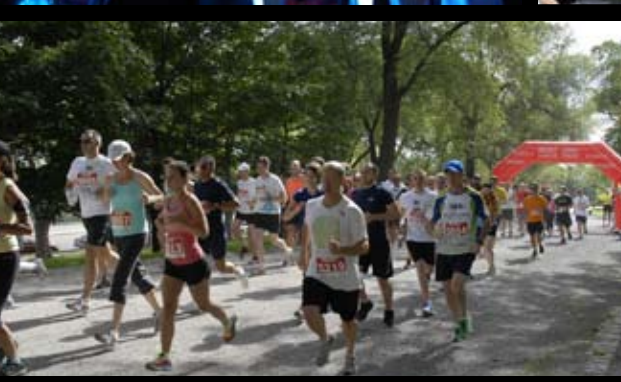
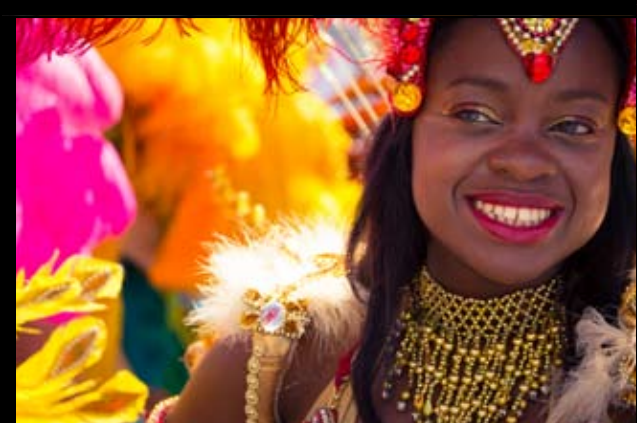
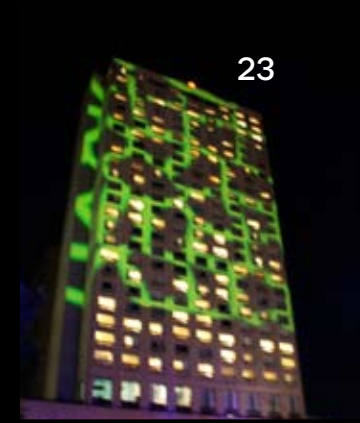
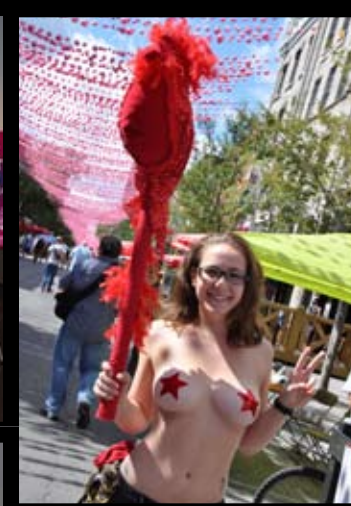




MONTRÉAL PRIDE 2012 PHOTOS



PHOTOS ALISON SLATTERY



MONTRÉAL PRIDE 2012 PHOTOS

PHOTOS ANDRÉ BILODEAU - CARL ÉTHIER

Affirmez-vous avec nous!



**Nous sommes fiers de soutenir la
Semaine de la Fierté de Montréal 2012.
www.td.com/fetes**

FIERTÉ

MONTREAL

