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# CANADA PRIDE MONTRÉAL 2017

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AUGUST 10 TO 20

**Annual Report**  
**2017**

PHOTO : ALISON SLATTERY



PRESENTED BY

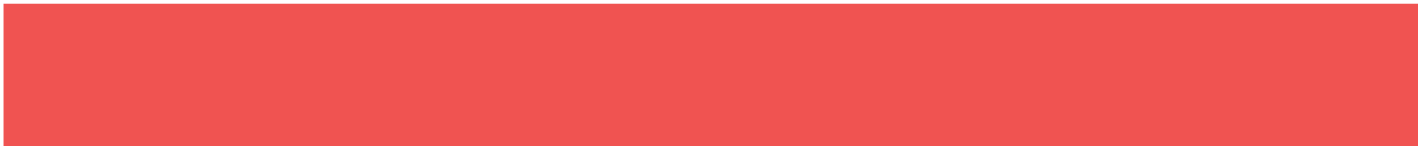


IN COLLABORATION WITH



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/ ABOUT US



Alexandre  
Dumont Blais



Ketty Cédât



Esther-Léa  
Ledoux

*On behalf of the Montréal Pride board of directors, we are pleased to present our 2017 Activity Report. This special edition welcomed a record number of participants and positioned Montréal Pride as the largest LGBT Pride in Canada and within the French-speaking world.*

*During these 11 days of festivities, we saw how united and mobilized community groups are and how they represent a large family, united both in their similarities and their differences. It is important to highlight the warmth and dedication of all these groups who, through their hard work, day in and day out, contribute to the advancement of LGBTQ+ rights in Montréal and around the world.*

*We would like to take this opportunity to thank our many partners who make our festival possible. Our sponsors allow us to offer mostly free events for community groups and festivalgoers. Many thanks! Warm thanks as well to the employees, freelancers and volunteers who met the challenge again this year, despite our sometimes limited means.*

*This special edition of Fierté Canada Pride Montréal 2017 was the best edition ever for Montrealers, and more and more tourists came to celebrate with us during these eleven days of activities.*

*Proudly yours!*

*Alexandre Dumont Blais, Ketty Cédât and Esther-Léa Ledoux*  
*Community representatives*



PHOTO: JEAN BOUDREAU





# MONTRÉAL PRIDE

**WE WANT TO CREATE A WORLD WHERE DIVERSITY IS VALUED, ALLOWING SEXUALLY DIVERSE AND GENDER PLURAL COMMUNITIES TO SHINE THROUGHOUT THE GLOBE.**

Each year, Montréal Pride organizes a week of cultural and community activities, including the Pride Parade and Community Day, to celebrate the advancements made by sexual diverse and gender plural communities in a festive way. Because we want to raise awareness about the various challenges to overcoming LGBT-phobia at home and abroad, Montréal Pride's program of activities is divided into three components: community and human rights, culture and festivities.

## OUR MISSION

Montréal Pride's mission is divided into several parts. In addition to organizing the largest national LGBTQ+ gathering each year, we want to demystify and build awareness about the realities of LGBTQ+ communities in Québec for the general public, work to advance the rights of LGBTQ+ people both here and around the world, and showcase the work of LGBTQ+ groups in Québec who fight against discrimination based on sexual orientation, gender identity and serophobia. In addition, Montréal Pride wishes to offer these communities a stage for cultural expression and allow festivalgoers to celebrate their social and legal achievements through festive, social, political, community and advocacy activities.





PHOTO : ALISON SLATTERY

## BRIEF HISTORY

The first Pride march in Montréal was organized in 1979 with only 52 participants. The following year, in 1980, about 250 people took part. From 1981 to 1992, various committees organized Pride marches in Montréal, which always took place at the end of June. In 1993, the Divers/Cité organization was founded and was responsible for the organization of the annual Pride celebrations until 2006. In 2007, the current Montréal Pride committee took over and, since then, has organized the Pride festivities. We celebrated our 10<sup>th</sup> edition in 2016.

## AN ESSENTIAL EVENT

Today, almost every city in the world in which LGBTQ+ gatherings are allowed organizes “Pride” events. Montréal is also part of a group of major cities whose DNA is inclusive of members of sexual diverse and gender plural communities. The visibility afforded to these communities at Pride festivals embodies the diversity of our society, highlights social achievements and shows the road that remains to be travelled to reach total social acceptance. **Montréal Pride therefore acts as a mobilizing event, allowing LGBTQ+ community organizations in the Montréal region to publicly shine during the festivities.**



## BOARD OF DIRECTORS

Founded as an initiative of the community, Montréal Pride is a non-profit organization run by a board of directors whose members come from local LGBTQ+ associations, and from the business, special events and tourism sectors.

- + **Éric Pineault**, Founding President
- + **Me Jean-Sébastien Boudreault**, Vice President
- + **Stéphane Proulx**, Treasurer
- + **Marie-Ève Baron**, Secretary
- + **Raymond Patrick Allen**, Board Member
- + **Alexandre Dumont Blais**, Board Member
- + **Ketty Cedat**, Board Member
- + **Michel Dorion**, Board Member
- + **Esther-Léa Ledoux**, Board Member
- + **Jean-François Perrier**, Board Member
- + **Michel Villeneuve**, Board Member

## 2017 EMPLOYEES

	Number of employees
Throughout the year	31
During the planning and delivery period	450
<b>Total in 2017</b>	<b>481</b>

## 2017 VOLUNTEERS

	Number of volunteers	Volunteer Hours
Week of the event	2000	22 000
Annual coordinators	2	2 400
Board members	12	3 000
<b>Total in 2017</b>	<b>2014</b>	<b>27 400</b>





## / OUR AMBASSADORS AND HONORARY CO-PRESIDENTS

### OUR AMBASSADORS

Our ambassadors promote the festival program and advocate for sexual diversity and gender plurality rights.



SANDY DUPERVAL



ZACHARRY-DAVID DUFOUR

### OUR HONORARY CO-PRESIDENTS

Montréal Pride would like to highlight the exceptional contribution of 17 honorary co-presidents to the cause of sexual diversity and gender plurality rights. They participated in the Pride Parade on Sunday, August 20, the first parade in Canada to bring together the 96 Canadian Pride organizations.



John Banks



Janik Bastien-Charlebois



Puelo Deir



Khloé Dubé



Florence Gagnon



Mona Greenbaum



Maitée Labrecque-Saganash



Mado Lamotte



Tasheka Lavann



Fleurien Leth Graveson



Stuart Milk



Martine Roy



Bill Ryan



Jack Saddleback



Mark Singh



Chrissy Taylor



Mark Tewksbury





/ FLAGSHIP ELEMENTS OF THE 2017 EDITION

**NEW MAIN SITE  
PARC DES FAUBOURGS**

**2-DAY SPORTS  
TOURNAMENT**

**ESPACE  
GOURMAND**

**11 NIGHTS OF FESTIVITIES  
ON OUR TWO SITES**

**COMMUNITY DAY  
(132 BOOTHS)**

**PRIDE HOUSE**

**2 CONFERENCES  
ON LGBTQ+ RIGHTS**

**PRIDE PARADE  
(6,974 PARTICIPANTS)**

**SAFE SPACES AND  
COMMUNITY EVENTS**

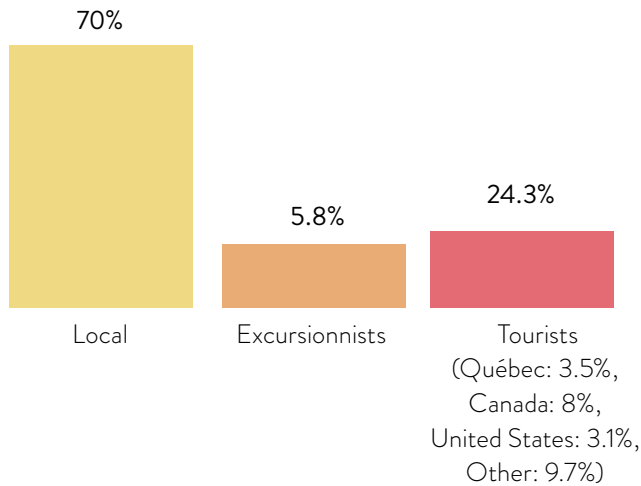
PHOTOS : ANDRÉ BILODEAU



# 2,676,599 TOTAL ENTRIES

AND 227,023 UNIQUE ENTRIES WERE RECORDED IN 2017.

## ATTENDANCE (DAY)



## HIGHLIGHTS

**24,3%** of our festivalgoers are tourists

**152,693** room nights generated this year

**61,3%** index of attractiveness for the event among outside visitors

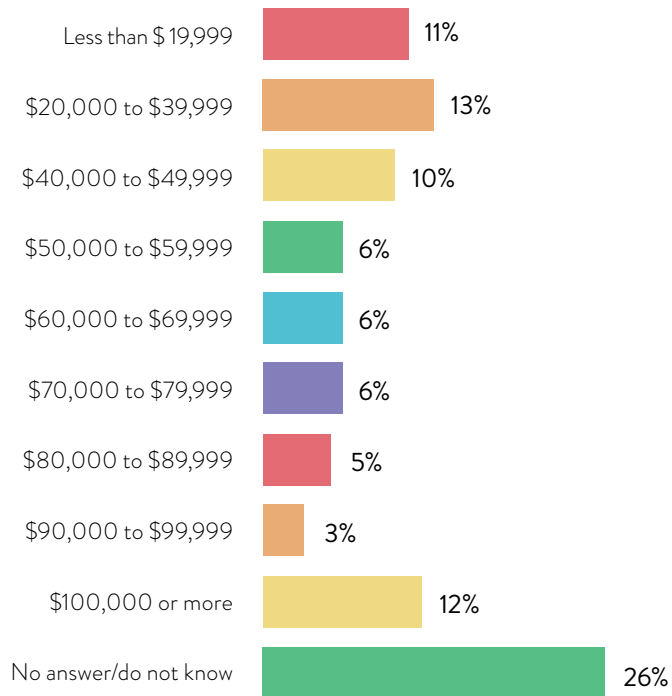
**6,974** participants in the Pride Parade

**132** booths in the Community Day

## PROFILE OF RESPONDENTS

The average age of respondents is 36.6 years

### HOUSEHOLD INCOME OF RESPONDENTS



### 8.8/10 SATISFACTION RATE WITH THE QUALITY OF THE ORGANIZATION

The vast majority of participants say they are satisfied with the quality of the organization in general: reception, accessibility, wait times, cleanliness, spaces, etc. at Montréal Pride.

### EDUCATION LEVEL OF RESPONDENTS (YEARS OF STUDY)

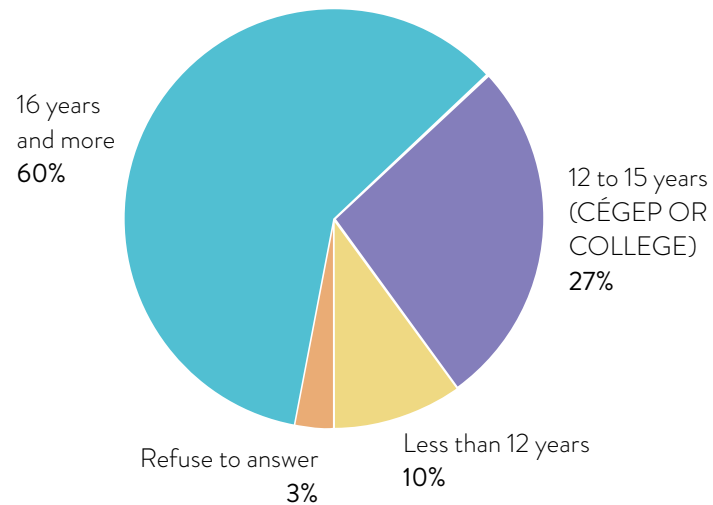


PHOTO : ALISON SLATTERY

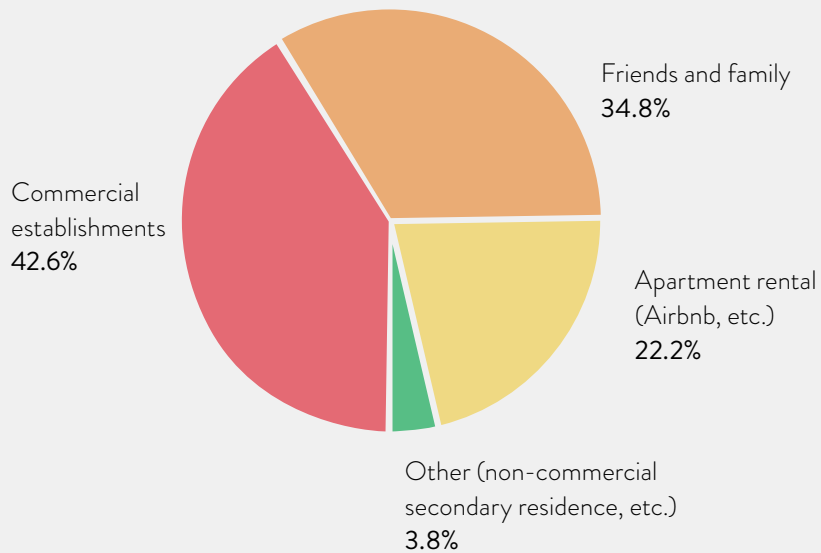




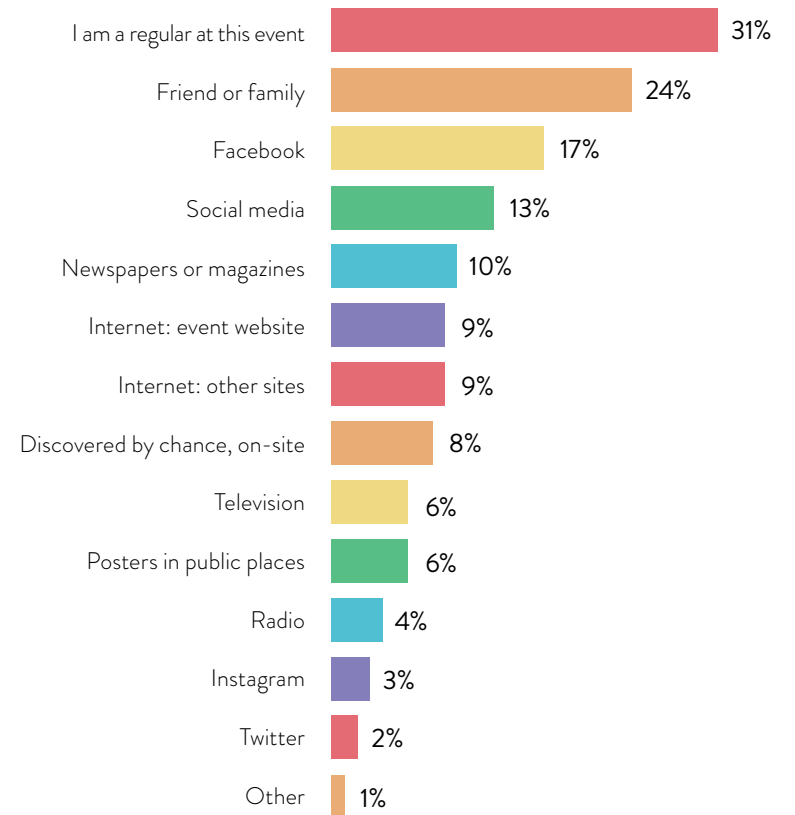
## ROOM NIGHTS AND TYPES OF TOURIST ACCOMMODATIONS

Tourists in the Montréal area coming to Montréal Pride generated **152,693 room nights**. The majority of tourists used commercial accommodations or stayed with friends or family.

### TYPES OF TOURIST ACCOMMODATIONS



### WHERE VISITORS HEARD ABOUT THE EVENT





## YOUR INVOLVEMENT ALLOWS US TO MOVE FORWARD

### COMMUNITY INITIATIVES

Montréal Pride has implemented numerous community initiatives to allow as many groups, associations and individuals as possible to participate in as many activities as possible. Montréal Pride gave more than **\$500,000** back to the community.

- + More than **20 socio-community event projects** funded that were proposed and produced by the community.
- + Waiving of Pride Parade and Community Day registration fees for LGBTQ+ organizations with a budget of less than \$100,000.
- + Awarding of more than **\$250,000** in scholarships to participate in national and international conferences (427 free registrations with transportation and accommodations).
- + Provided financial support to 25 organizations for the production of banners, promotional materials and t-shirts for the parade.
- + Creation of safe spaces and hiring of a team of liaison officers for racialized, trans and Indigenous communities.
- + Funding of events organized and held by and for trans and racialized people.

### GREEN INITIATIVES

We focus on the importance of simple actions that can be taken to reduce our ecological footprint and our environmental impact (with regard to transportation, food and beverage, garbage and recycling, and energy waste).

**THANKS TO YOUR INVOLVEMENT,  
MONTRÉAL PRIDE GAVE BACK MORE THAN  
\$500,000 TO THE COMMUNITY**



/ PROGRAM - FREE OUTDOOR SHOWS

SCÈNE	VENDREDI 11 AOÛT FRIDAY AUGUST 11	SAMEDI 12 AOÛT SATURDAY AUGUST 12	DIMANCHE 13 AOÛT SUNDAY AUGUST 13	LUNDI 14 AOÛT MONDAY AUGUST 14	MARDI 15 AOÛT TUESDAY AUGUST 15	MERCREDI 16 AOÛT WEDNESDAY AUGUST 16	JEUDI 17 AOÛT THURSDAY AUGUST 17	VENDREDI 18 AOÛT FRIDAY AUGUST 18	SAMEDI 19 AOÛT SATURDAY AUGUST 19	DIMANCHE 20 AOÛT SUNDAY AUGUST 20		
STAGE	MAISON DE LA FIERTÉ   PRIDE HOUSE											
12:00	EXPOSITION : 375 ANS D'HISTOIRE LGBT   EXHIBITION: 375 YEARS OF LGBT HISTORY											
12:00	ESPACE GOURMAND											
17:00	ESPACE SÉCURITAIRE JEUNESSE   YOUTH SAFER SPACE											
17:00	ESPACE SÉCURITAIRE POUR LES PERSONNES RACISÉES   BIPOC SAFER SPACE											
13:00	<b>GILBERT BAKER (1951-2017)</b> <small>CONCEPTEUR DU DRAPEAU ARC-EN-CIEU EN 1978 DESIGNER OF THE RAINBOW FLAG 1978</small>		<b>T-DANCE BEACH PARTY</b> <small>AVEC   WITH DAVID LAGUER DJ MISS M ALAIN JACKINSKY</small>		<b>EXPO PRIDE</b> <small>AVEC   WITH DJ SET DEBBY FRIDAY</small>		<b>MÉGA T-DANCE</b> <small>AVEC   WITH HUEBY</small>					
17:00							<b>LE CANTIN</b> <small>AVEC   WITH HUEBY</small>					
18:00	<b>CÉRÉMONIE D'OUVERTURE</b> <small>OPENING CEREMONY</small> <b>18:30</b> <b>LEVÉE DU DRAPEAU</b> <small>FLAG RAISING</small>		<b>DI SET GIGI</b> <small>ET UN DJ SURPRISE PRÉSENTÉ PAR   A DJ SURPRISE DJ PRESENTED BY</small> <b>DAVID LAGUER</b> <b>ALAIN JACKINSKY</b>		<b>DI SET BEATRIX</b>		<b>DI SET PLASTIK PATRIK</b>		<b>DI SET DJ NINA FLOWERS</b>			
19:00	<b>DI SET KARIM OUELLET</b>		<b>DI SET ILESONQ</b>		<b>DI SET BEATRIX</b>		<b>DI SET PLASTIK PATRIK</b>		<b>DI SET DJ NINA FLOWERS</b>			
20:00	<b>REMIÈRE DU PRIX CLAUDE-TOURANGEAU AWARD</b>		<b>REMIÈRE DU PRIX CLAUDE-TOURANGEAU AWARD</b>		<b>REMIÈRE DU PRIX CLAUDE-TOURANGEAU AWARD</b>		<b>REMIÈRE DU PRIX CLAUDE-TOURANGEAU AWARD</b>		<b>REMIÈRE DU PRIX CLAUDE-TOURANGEAU AWARD</b>			
20:30	<b>MONTREAL EST FIÈRE</b> <small>MONTREAL IS PROUD</small> <small>PRÉSENTÉ PAR   PRESENTED BY</small> <b>(SiriusXM)</b>		<b>LES 30 ANS DE MADO</b> <small>MADO'S 30TH</small>		<b>CASINO MONTREAL</b> <small>AVEC   WITH</small> <small>Angel Forest et ses musiciens, Bruno Pelletier, Jonas, David Libero, Yann Demers, Kim Richardson, Lulu Hughes, Arielle Duquette, Ross, Dawn Tyler, Watson, Frank Julien et stand Frigid</small>		<b>DRAG SUPERSTARS</b> <small>AVEC   WITH</small> <small>Barbada, Chad Michael, Charlie Hicks, Kim Chi, les Fratrias de Mr Fard Canada Pride, Dennis Barry, Naomi Small, Nina Flowers, Peppermint, Rigi, Rita Baga, Rowxy Andrews, Sasha Velours, Shea Couleé, Tatiana et stand Yara Sofia</small>		<b>ILLUSION</b> <small>AVEC   WITH</small> <small>Michal Dorian, Michelle Dufoury, Adriana Schatz, Biggo O'Connell, Bonifacio Chirle, Chouchoune, Catha Nite, Cales Gans, Darlean, Franky Dae, Gisela Lullaby, Grassy Cool, Jada Hudson, Jade London, Jane Smoker, Jam, Jimmy Moore, Kelly Torki, Krana Swens, Krystalla Fame, Lexie Seay, Margenta Roman, Maria Dvor, Nomi Moe, Miss Butterfly, Nana, Nat King Poly, Oisiane, Paddy, Peggy, Sam, Phoenix Vivien, Paula Claque, Rainbow, Rubi Redwood, Ruby Dink, Sofanda Cox, Sasha Baga, Simone Duall, Tracy Trash, Tyranny Banks, Uma Ghul et stand Zinc</small>			
21:00	<b>EXCELLENCE</b> <small>AVEC   WITH</small> <small>Athena Holmes, Hua Li, Jason Maas and Zanna</small>		<b>LACADIE DE DEMAIN</b> <small>AVEC   WITH</small> <small>Edith Butler, Caroline Savoie, Trais Cormier et stand Radio Radio</small>		<b>EXCELLENCE</b> <small>AVEC   WITH</small> <small>Athena Holmes, Hua Li, Jason Maas and Zanna</small>		<b>LACADIE DE DEMAIN</b> <small>AVEC   WITH</small> <small>Edith Butler, Caroline Savoie, Trais Cormier et stand Radio Radio</small>		<b>EXCELLENCE</b> <small>AVEC   WITH</small> <small>Athena Holmes, Hua Li, Jason Maas and Zanna</small>		<b>LACADIE DE DEMAIN</b> <small>AVEC   WITH</small> <small>Edith Butler, Caroline Savoie, Trais Cormier et stand Radio Radio</small>	
22:30	<b>SPECTACLE DE CLÔTURE SURPRISE</b> <small>SURPRISE CLOSING ACT</small> <b>ON YOGUE</b>		<b>SPECTACLE DE CLÔTURE SURPRISE</b> <small>SURPRISE CLOSING ACT</small> <b>ON YOGUE</b>		<b>SPECTACLE DE CLÔTURE SURPRISE</b> <small>SURPRISE CLOSING ACT</small> <b>ON YOGUE</b>		<b>SPECTACLE DE CLÔTURE SURPRISE</b> <small>SURPRISE CLOSING ACT</small> <b>ON YOGUE</b>		<b>SPECTACLE DE CLÔTURE SURPRISE</b> <small>SURPRISE CLOSING ACT</small> <b>ON YOGUE</b>			

SCÈNE	MERCREDI 16 AOÛT WEDNESDAY, AUGUST 16	JEUDI 17 AOÛT THURSDAY, AUGUST 17	VENDREDI 18 AOÛT FRIDAY, AUGUST 18	SAMEDI 19 AOÛT SATURDAY, AUGUST 19	DIMANCHE 20 AOÛT SUNDAY, AUGUST 20
PLACE ÉMILIE-GAMÉLIN	EXPOSITION: PORTRAIT D'UNE COMMUNAUTÉ FIÈRE   EXHIBITION: PORTRAIT OF A PROUD COMMUNITY				
SCÈNE	KIOSQUE: MON CANADA QUEER   MY QUEER CANADA! BOOTH - @MyMontrealQueer				
14:00	VISITE GUIDÉE DU VILLAGE (25,29 \$ Taxes incluses)   GUIDED TOUR OF THE VILLAGE (\$25.29 including taxes) FRANÇAIS: DÉPART À 18:00   ENGLISH: DEPARTURE AT 17:00				
15:00	KARAOUSHOW		ZUMBA		RÉTRO T-DANCE
16:00	KARAOUSHOW		YOGA KUNDALINI		AVEC   WITH DJ MARIO LÉONARD
17:00	KARAOUSHOW		YOGA KUNDALINI		AVEC   WITH DJ MARIO LÉONARD
18:00	DU SET FRED MILLER		DJ SET TIZI		DU SET STÉFANE LIPPÉ
19:00	DU SET FRED MILLER		DJ SET TIZI		DU SET STÉFANE LIPPÉ
20:00	DU SET FRED MILLER		DJ SET TIZI		DU SET STÉFANE LIPPÉ
21:00	<b>QUEER.FÉMINISTE.FUN</b> <small>QUEER.FEMINIST.FUN</small> <small>AVEC   WITH</small> <small>DEANNE SMITH, CORORRY PRINCE, LEVIRA FURE, BEO SHOHIN ET STAND LES GRANDES CRUES</small>		<b>CUBAN MARTINEZ SHOW</b> <small>SOUS LA DIRECTION MUSICALE DE YORDAN MARTINEZ</small>		<b>ETHNIE-CITÉ</b> <small>AVEC   WITH</small> <small>EM, GIPY, KUMBA, MICE HANANO, NABECCA SOULSHIVER, PRINCE DANCE CENTER ET STAND RANDAY</small>
22:00	<b>QUEER.FÉMINISTE.FUN</b> <small>QUEER.FEMINIST.FUN</small> <small>AVEC   WITH</small> <small>DEANNE SMITH, CORORRY PRINCE, LEVIRA FURE, BEO SHOHIN ET STAND LES GRANDES CRUES</small>		<b>CUBAN MARTINEZ SHOW</b> <small>SOUS LA DIRECTION MUSICALE DE YORDAN MARTINEZ</small>		<b>ETHNIE-CITÉ</b> <small>AVEC   WITH</small> <small>EM, GIPY, KUMBA, MICE HANANO, NABECCA SOULSHIVER, PRINCE DANCE CENTER ET STAND RANDAY</small>
	<b>MOONLIGHT</b> <small>PRESENTATION DE MOONLIGHT EN ANGLAIS PRESENTATION OF MOONLIGHT IN ENGLISH</small>		<b>BOOGIE WONDER BAND</b> <small>SPECTACLE DE CLÔTURE   CLOSING ACT</small>		

IN 2017, MORE THAN  
**270 ACTIVITIES**  
 FOR OUR FESTIVAL-GOERS



## CULTURAL AND GENDER DIVERSITY

Montréal Pride festivities are inclusive and open to everyone, regardless of their sexual orientation, gender identity or expression, ethnicity, age, race or beliefs. Real efforts were made to ensure that the event program reflects this concern for inclusion and representation so that all communities can identify with the event. Here are the community and association events that were part of Fierté Canada Pride Montréal 2017:

- + 1<sup>st</sup> Anniversary of BLUFF Montréal
- + AlterHéros celebrated its 15<sup>th</sup> anniversary
- + Community Day
- + Exhibition : *Nourrir le quartier, nourrir la ville*
- + Exhibition: *Espace des arts*
- + Exhibition: Fashioning Expo 67
- + Exhibition: *L'amour is love*
- + Exhibition: *Les voix en cuir*
- + In Deep: Kiki Vogue Ball
- + *L'Emmental expiré*
- + *La course capotée*
- + Leather welcome evening
- + Literary Pride
- + *LSTW : 6@9 de la Fierté*
- + Meet and Greet Fusion
- + Panel: #Pornstars
- + Panel: Asexuality 101
- + Panel: Being Trans
- + Panel: Trans Migrant Realities
- + Pride Hacks
- + Pride Parade
- + *Rallye d'Interligne*
- + The L March
- + The Runway Theory Workshop
- + Theatre: Buyer and Cellar
- + Theatre: *L'Amant de Samuel*
- + Tiki Unity
- + Vogue Fem 101



PHOTO : ANDRÉ BILODEAU



/ MARKETING - OUR GLOBAL NETWORK



**70,655 FANS\***

@fiertemontrealpride (increase of 20,000 fans since January 2017)



**5,233 FOLLOWERS\***

@fierteMTLpride (increase of 1,000 followers since January 2017)



**6,192 FOLLOWERS\***

@fiertemontreal (increase of 2,000 followers since January 2017)



**WEBSITE**

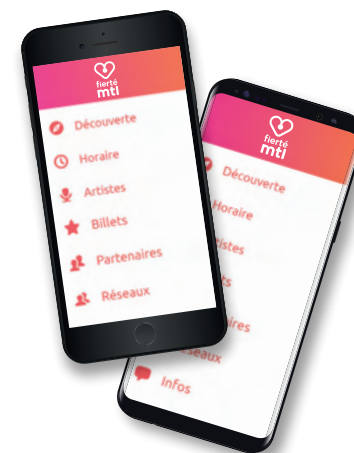
The website ([www.fiertemontrealpride.com](http://www.fiertemontrealpride.com)) received 565,336 visitors between January 1 and September 15, 2017 (of which 71.2% were unique visits).

\*As of September 15, 2017

## NEW MOBILE APPLICATION

Fierté Canada Montréal 2017

Available for free in the App Store and at Google Play, our mobile application had a complete makeover!





/ MARKETING

## RADIO AND TELEVISION

- + 228 on-air mentions between August 11 and 21
- + Québecor partnership (TVA): 53 x 3.047 million

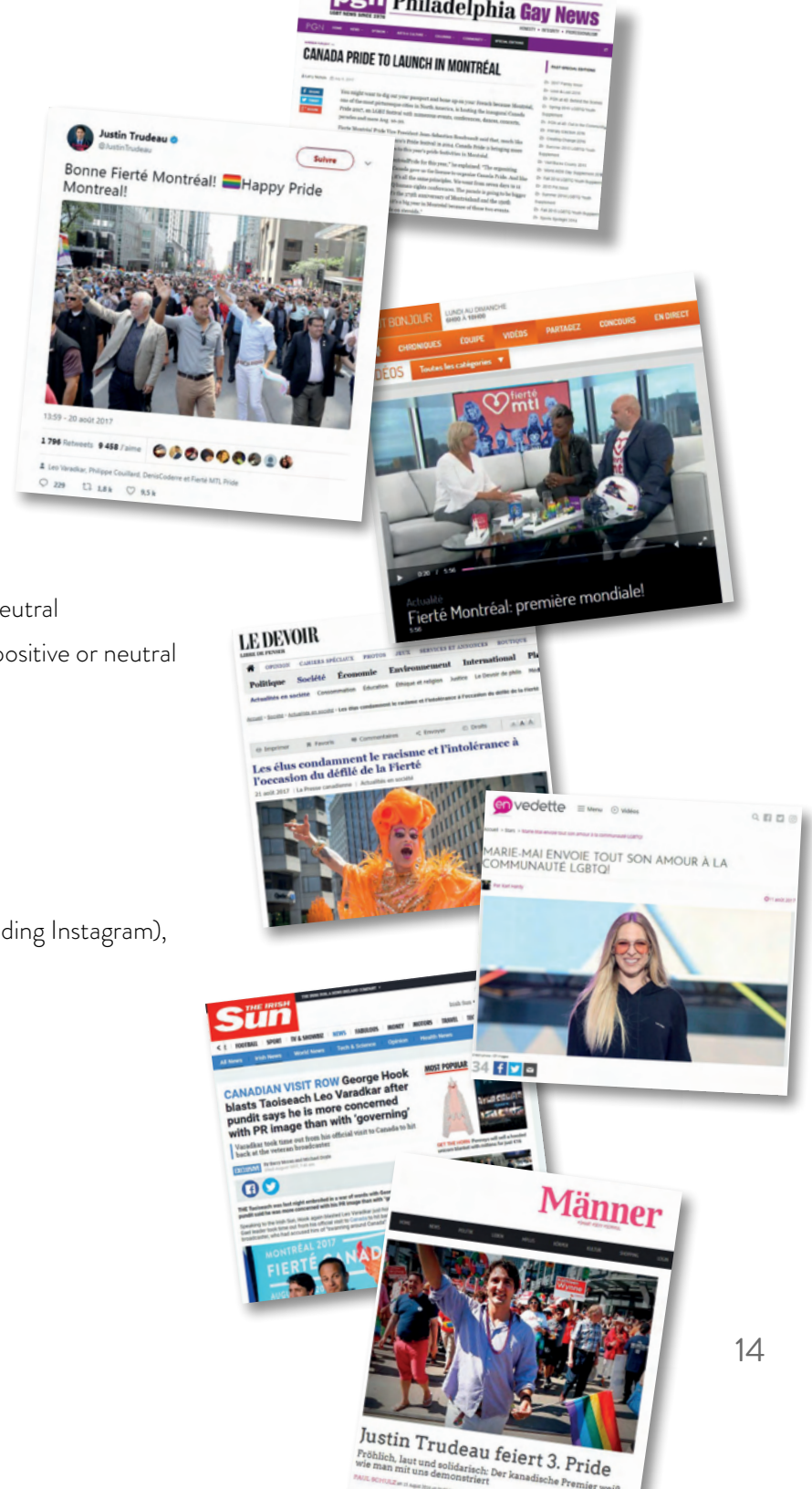
## NEWSPAPERS AND BLOGS

- + Reach of 390 million in Canada via 946 articles, of which 98.5% were positive or neutral
- + Reach of 327 million in the rest of the world via 418 articles, of which 98.5% were positive or neutral
- + Journal de Québec: 1 x 161,000 impressions
- + Journal de Montréal: 2 x 241,000 and 3 x 231,000
- + Journal 24 H: 19 x 180,000

## SOCIAL MEDIA

- + Reach of 163 million (including 101 million on Twitter) via 12,244 publications (excluding Instagram), of which 95% were positive or neutral posts
- + Québecor web partnership: 385,000 impressions
- + Top Tweet: Justin Trudeau wishes Montréal a Happy Pride!

**TOTAL IMPRESSIONS REACH: 1.046 BILLION**







## 2017 PROMOTIONAL TOUR

Montréal Pride travelled across Canada, the United States and Europe in its promotional tour to promote this expanded, large-scale edition of Fierté Canada Pride Montréal 2017. This tour was made possible thanks to Tourisme Montréal, Tourisme Québec and the Canada Economic Development agency (CED). Our teams promoted our many events, distributed promotional tools, invited people to enter a contest to win a trip to Montréal Pride and took photos with visitors.



Pride Toronto (Ontario, CA)



Boston Pride (Massachusetts, USA)



Pride Winnipeg (Manitoba, CA)



Queens Pride (New York, USA)



Long Island Pride (New-York, USA)



/ OUR PARTNERS

A large, dense crowd of people at a Pride festival, overlaid with a semi-transparent teal filter. The crowd is diverse in age and appearance, with many people wearing sunglasses and summer attire. In the background, there are white event tents and scaffolding for a stage.

**THANK YOU TO  
OUR PARTNERS**

**CLICK HERE**

PHOTO : ANDRÉ BILODEAU





pride  
mtl

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IN COLLABORATION WITH

