

NEWS

For immediate release

Les Grands Ballets Canadiens de Montréal TAKES A NEW CONCEPT TO MARKET!

Montréal, June 15, 2010—This November, Les Grands Ballets Canadiens de Montréal will inaugurate **Montréal's first-ever non-for-profit Christmas market**, the **Nutcracker Market**, on the initiative of the company's Executive Director, **Alain Dancyger**. Inspired by the late Fernand Nault's famous *Nutcracker* ballet, the Nutcracker Market is set to become **one-of-a-kind annual event that will rally the public**. The first edition will run from **November 25 to December 5, 2010**, in the commercial mall of the **Palais des congrès de Montréal**.

Subsequent to the federal government's review of its grant-allocation procedures and amounts, cultural organizations and arts companies have increasingly had to include self-financing and private sponsorships in their budget planning.

Les Grands Ballets decided to show its leadership by launching an activity that could generate substantial, recurrent income for the company. "In the current political context, we have to completely rethink our business model and find ground-breaking, innovative solutions that involve all those who contribute to the city's development," **Mr. Dancyger** explains. "In creating this market, we're showing the tremendous versatility and flexibility that a major non-profit cultural organization must have to adapt to the new reality."

The Nutcracker Market is a strategic initiative that will contribute to the financial stability of Les Grands Ballets Canadiens de Montréal. The event will allow the company to play a more prominent role in the Montréal community, in addition to creating a new economic stimulus and helping to promote the city. Merchants and consumers in search of novel items from here and abroad will be well served. The Nutcracker Market will also promote the annual performances of *The Nutcracker* at Place des Arts in December.

A long-standing European tradition that is taking root in cities and towns across North America, **Christmas markets** are an anticipated event in the lead-up to the Holiday season, and **a major draw** for those seeking **a different shopping experience**.

The Nutcracker Market aims to become **a regular seasonal event** and a source of pride for Montréal, **a tradition** modelled after its namesake ballet, and **an ideal venue for merchants** seeking to target medium- to high-income consumers in search of unique, affordable items during the Holiday season. The first of its kind in the city, the Market will offer **Montrealers and tourists a new, festive shopping experience**.



Based on a **one-stop-shopping** concept, the Nutcracker Market will offer **values** such as **originality and rarity** as far as the selection of merchants, products and services is concerned. **Excellence and quality**, synonymous with Les Grands Ballets, will be reflected in every aspect of the Market and its promotional campaign. The magical setting will inspire **a sense of wonder** and get visitors into the holiday spirit. Exhibitor categories will include jewelry, among others, “les arts de la table”, local products, interior and outdoor décor items, body-care products and toys.

To develop this new initiative, Les Grands Ballets drew inspiration from Houston Ballet’s famous Nutcracker Market, now in its 30th year. The Houston **Nutcracker Market** is supported by more than 100 volunteers and features over 300 merchants. It allows the ballet company to raise approximately \$830,000 per year to support its artistic activities—a target Les Grands Ballets would like to reach in a few years.

For more information, merchants can contact Camille Le Bihan, Project Manager, Nutcracker Market, at 514 849-8681, ext. 241, or clebihan@grandsballets.com.

A magical and inspirational event, the Nutcracker Market will be launched at the Palais des congrès de Montréal at a news conference scheduled for September 29, 2010, at 10 a.m.

**Les Grands Ballets Canadiens de Montréal’s
Nutcracker Market**

**November 25 to December 5
Palais des congrès de Montréal**

– 30 –

Media contact: Isabelle Gagnon, Press Officer
Tel: 514 849-8681, ext. 230
igagnon@grandsballets.com

Francine Arsenault, Director of Communications
Tel: 514 849-8681, ext. 227
farsenault@grandsballets.com

www.grandsballets.com