

**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

---

## LES GRANDS BALLETS CANADIENS DE MONTRÉAL **LAUNCHES THE “JE ME POINTE” CARD** OFFERING A 40% DISCOUNT FOR THOSE AGED 30 AND UNDER

---

**Montreal, September 20, 2010**—Are you under 30 years of age? Do you feel like discovering the ultimate in contemporary ballet and attending performances for almost half-price? If so, the “**Je me pointe**” card of Les Grands Ballets Canadiens de Montréal is for you!



To open up the world of Les Grands Ballets to as many young people as possible, the company is launching this new card. It entitles you to receive **40%** off the company’s performances this season (with the exception of *The Nutcracker*).

**The “Je me pointe” card will be offered free in 50,000 copies of the October issue of *Nightlife Magazine*, distributed throughout the city!**

The card is also on sale for 10 \$ at the Place des Arts box office from Monday to Saturday, 10:30 a.m. to 6:30 p.m. (proof of age required). With it, you can obtain tickets at a reduced rate in three categories, even at the last minute. **Information and reservations: (514) 842-2112 / [www.laplacedesarts.com](http://www.laplacedesarts.com).**

With your very first purchase, you win. Enjoy the show! But beware: ballet can be addictive!

– 30 –

**Information:** Isabelle Gagnon, Press Officer  
Les Grands Ballets Canadiens de Montréal  
514-849-8681, ext. 230  
[igagnon@grandsballets.com](mailto:igagnon@grandsballets.com)

**[www.grandsballets.com](http://www.grandsballets.com)**