

NEWS

For immediate release

BUSINESS SERVING CULTURE

OVER 60 MERCHANTS PARTICIPATING IN THE 1ST NUTCRACKER MARKET OF LES GRANDS BALLETS CANADIENS DE MONTRÉAL NOVEMBER 25 TO DECEMBER 5, 2010 AT THE PALAIS DES CONGRÈS DE MONTRÉAL

Montreal, September 29, 2010 – In a press conference today, **Alain Dancyger**, Executive Director of Les Grands Ballets Canadiens de Montréal, revealed the main lines of the inaugural **Nutcracker Market**, along with the names of the approximately **sixty merchants** participating in the city's first philanthropic Christmas market. In the presence of its honorary president **Michel Leblanc**, President and CEO of the Board of Trade of Metropolitan Montreal, and its principal partners, **Alain Dancyger** also announced the event's spokesperson: the well-known actress, jazz singer and radio host, **Dorothée Berryman**.

Welcome to the realm of ideal gifts

The Nutcracker Market will be held in the Galeries du Palais of the **Palais des congrès de Montréal** from **Thursday, November 25 to Sunday, December 5, 2010**. Montrealers and tourists alike will find a host of **gift ideas** for the holiday season, while discovering the latest trendsetters in the areas of **fashion and accessories, home and decoration, beauty and well-being, gourmet pleasure, kids and toys** and **other gifts to discover**. The Nutcracker Market is a new, festive shopping experience, based on the concept of **one-stop shopping**, evoking the colourful decor and ambiance of Fernand Nault's *The Nutcracker*. A series of daily activities is also planned. An opening cocktail party and preview shopping will take place on Wednesday, November 24, 2010 beginning at 5:30 p.m.

A strategic initiative hailed by one and all

Following the time-honoured European tradition of Christmas markets, this initiative was inspired by the Houston Ballet's *Nutcracker Market*, now in its 30th year, and has met with universal praise from the Montreal community.

"The idea of this event, based on imagination and creativity in all its forms, appealed to me right away," declared the **event's spokesperson, Dorothée Berryman**. "The Nutcracker Market is a real Christmas market, which will grow and become a unique family activity. I'm delighted to be able to meet the merchants, collaborators and artists, to join all those who are motivated by creation, the search for beauty and a passion for their craft, in a spirit of sharing."

"What an original and innovative initiative from Les Grands Ballets Canadiens de Montréal!" enthused **Michel Leblanc, the Nutcracker Market's honorary president**. "Montreal, a city known for its winter charms, needs to have its own holiday market, like so many other European and North American cities. Les Grands Ballets had the brilliant idea of using this window of opportunity, of starting a new tradition that will also give it additional operating revenues. This is yet another example of the creative talent that makes Montreal a cultural capital. I hope this event inspires other organizations to come up with ingenious ways to find new sources of funding."

Marc Tremblay, President and CEO of the Palais des congrès de Montréal, agreed: "We are very proud to welcome this new Christmas market to the Palais, a concept in the Euro-American spirit that gives Montreal its charm. By joining forces with this renowned cultural institution, the Palais is demonstrating its active role within the city's cultural community and showcasing its exceptional facilities."



“By launching the Nutcracker Market, Les Grands Ballets is putting private enterprise to work for the arts,” added **Charles Lapointe, President and CEO of Tourisme Montréal**. “The move is both a sound business venture for them and a unique contribution to Montreal’s holiday magic. Displaying the sophistication that is the hallmark of this great ballet company, the Market will transform the Palais des congrès into a Christmas wonderland. Montrealers and visitors alike will surely be enchanted by this unique shopping experience.”

Some sixty merchants joining in a noble cause

Creative, ingenious and eco-conscious, the rigorously selected exhibitors are offering inventive and stylish collections, quality products that are original, exclusive and diversified, treasures imbued with a sense of history, and an affordable “art of living.” Each participant unhesitatingly embarked on this maiden voyage with Les GBCM.

“The Nutcracker Market—its concept, target public and program—immediately seemed like an unmissable event,” declared **Marie-Claude Parenteau-Lebeuf** from **Monde Ruelle**. “We felt the Market would be a fantastic venue to showcase local eco-designers and recycling artists, while sharing in the childhood magic of *The Nutcracker*.” Jewelry designer **Camilla Jørgensen** of **Micalla** was equally enthusiastic: “We are thrilled to collaborate with Les Grands Ballets. We believe in the power of community and the importance of the arts. Our previous philanthropic efforts have supported medical research and animal welfare. This is a unique opportunity for us to support the arts and we are delighted to share our work with the patrons of Les Grands Ballets.”

Les Grands Ballets joins forces with Claude-André Hébert, Montréal Couture and Marie Saint Pierre

Perfumer **Claude André Hébert** has created a perfume for girls called *Clara* (the main character in *The Nutcracker*), which will be launched at the Nutcracker Market. Similarly, **Montréal Couture** and designer **Marie Saint Pierre** have created a bag inspired by *The Nutcracker*, which will be on sale during the event (pre-sales in October 2010 via the Style & Conscience website: www.styleandconscience.com). A portion of the profits from these two items will go to The Nutcracker Fund for Children.

The Nutcracker Fund for Children

Ten percent of merchant sales (before taxes) and the **entirety** of revenues earned by Les GBCM during the Nutcracker Market will also support The Nutcracker Fund for Children and the company’s production of *The Nutcracker*. Established 13 years ago, the Nutcracker Fund for Children allows some sixty classes and 1,800 schoolchildren from disadvantaged communities in the Montreal area to participate each year in educational workshops and attend a performance of *The Nutcracker*.

Dorothée Berryman, Spokesperson of the 2010 Nutcracker Market



Dorothée Berryman has more than one string to her creative bow! Along with her prolific career in television and film, where she starred in such movies as *Jack Paradise*, *The Decline of the American Empire*, *The Barbarian Invasions*, and most recently, *Cabotins*, she has enjoyed great success as a singer. She has two albums to her credit, with a third on the way in 2011, and has made six highly regarded appearances at the Montreal International Jazz Festival since 2000. In addition, for a seventh season, she can be heard on Radio-Canada’s *Espace musique*, where she shares her musical selections and love of jazz with her many faithful listeners every weekend.

Partners of the Nutcracker Market

Les Grands Ballets Canadiens de Montréal would like to acknowledge the support and contributions of the following sponsors and partners: **MARKET SPONSORS** – Air Canada, Scotiabank Group, Investors Group Financial Services, SNC-Lavalin, Tourism Montreal / **PARTNERS** – Borough of Ville-Marie, Board of Trade of Metropolitan Montreal, Gian Rocco, Kinderville, Montréal Couture, Palais des congrès de Montréal, City of Montreal / **MEDIA PARTNERS** – Cinémas Guzzo, CTV, La Presse, Société Radio-Canada, Télé-Québec, The Gazette, Zoom Media.



NUTCRACKER MARKET – PARTICIPANTS IN 6 CATEGORIES

Fashion and accessories (clothing, furs, jewelry, bags and accessories, watches, etc.)

Andy The-Anh · Anomal Couture · Atelier Entre-Peaux · Bead It · BeBlue Imports · Brazen Design · Chris & Alix · CLUC Couture · Diamond 2 Scalzo Bros. Inc. · Elisa C-Rossow · Èk San Créations · F-Ève · Gris Gris Factory · Iladesign · Jean-François Morissette · Jennifer Glasgow Design · Josiane Perron · Micalla · Mondor · Sophie Lihn Tran

Gourmet pleasures (agricultural products, cookies, chocolates and sweets, spirits, tea, coffee, etc.)

Cao · Chocolats Suisses · Coach House Shortbread Company · Cocoa Delices · Délices des Nations · Domaine du Ridge · Fuchsia Épicerie Fleur · Henderson Farms · Intermiel · La Cabosse d'or · La Petite Paysanne · Le Maître Chocolatier · Les Canardises · Thés CG · Un Détour en Provence · Vignoble Rivière du Chêne

Home and decoration (interior and exterior design, art of entertaining, decorative objects, furniture, Christmas decorations, etc.)

13, rue de l'Univers (Jean-Claude Poitras) · Alphaplantes · Claude Berry · Comptoir d'ailleurs · Cosara · Fuchsia Épicerie Fleur · Gian Rocco · IDDKO · Monde Ruelle · The Laundress · Trudeau · Un point c'est tout

Beauty and well-being (skincare products, cosmetics, perfumes, etc.)

Au savon de Marseille · Claude André Hébert · Dot & Lil · Fuchsia Épicerie Fleur · Kiehl's Since 1851 · Olive Authentique · Olivia's Oasis

Kids and toys (toys, clothing, etc.)

La Pastèque · Mikai · Mondor · Trudeau · Univers Toutou

Other gifts to discover (books, art objects)

La Pastèque · Monde Ruelle · The Laundress · Urbigraphies.

Other merchants will confirm their participation before November 25, 2010.



The Nutcracker Market

November 25 to December 5, 2010

Admission

Adults: \$5 / Seniors and Students: \$3 (Free from Monday to Tuesday, 2 p.m. to 5 p.m., ID card required)
Children 12 years and under: Free / Multi-admission passport: \$10, valid for the duration of the event

Hours

Thursday, November 25 and Friday, November 26: 11 a.m. – 8 p.m.

Saturday, November 27 and Sunday, November 28: 11 a.m. – 5 p.m.

Monday, November 29 to Wednesday, December 1: 11 a.m. – 7 p.m.

Thursday, December 2 and Friday, December 3: 11 a.m. – 8 p.m.

Saturday, December 4 and Sunday, December 5: 11 a.m. – 5 p.m.

Palais des congrès de Montréal

1001 Place Jean-Paul Riopelle / Métro: Place-d'Armes, orange line
An interior link leads directly to the Palais des congrès de Montréal / Buses: 55 and 129

Information / Palais des congrès de Montréal: 514 871-8122 / www.congresmtl.com

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