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**Operation Nutcracker:  
Montréal Couture, Les Grands Ballets Canadiens de Montréal  
and Marie Saint Pierre to collaborate on new product to raise funds  
for The Nutcracker Fund for Children.**

*Exclusive product to be designed and produced locally for the Nutcracker Market*

MONTREAL, September 29, 2010 – **Montréal Couture** and **Les Grands Ballets Canadiens de Montréal**, two nonprofits based in Montreal, Quebec, announced today their plans for the creation of an accessory under the artistic direction of **Marie Saint Pierre**. The item will be entirely designed and produced locally for the first Nutcracker Market, which will take place at the Palais des congrès de Montréal from November 25 to December 5, 2010. “We are thrilled to have been invited by Montréal Couture to take part in the co-creation of a fashion accessory, and even more honoured that designer Marie Saint Pierre will be directing the design of this new creation. This unique collaboration between our two organizations to benefit The Nutcracker Fund, guided by a renowned fashion designer, is a privilege for us,” noted Elise Charbonneau and Camille Le Bihan, organizers of the Nutcracker Market.

Proceeds from the sales of the ethically produced and socially conscious accessory will directly benefit Les Grands Ballets’ Nutcracker Fund for Children. “The more nonprofits we work with, the more causes we can sustain while providing locally made goods that stimulate our economy,” added Christophe Billebaud, Director of Montréal Couture. “While we sell the product, we intend to show consumers the complete cost breakdown of the price tag so that they understand that everyone involved is being paid a fair wage while making a financial contribution to The Nutcracker Fund for Children.”

The co-created accessory will also be offered online in an exclusive pre-sale starting in mid-October at [www.styleandconscience.com](http://www.styleandconscience.com), an online boutique operated by Montréal Couture. Orders placed online can be picked up at The Nutcracker Market from November 25 to December 5, or shipped through the mail. After the online pre-sale, the item can still be ordered at the Nutcracker Market for delivery in time for Christmas. “Following on the success of our last co-creation, launched with The S.W.A.P. Team and designer Deborah Adams in June, there’s no doubt that this new A-list co-creation committee will be overflowing with some great ideas,” enthused Christophe Billebaud.

The first co-creation brainstorming session will take place on October 1st. Anyone following the project on [Facebook](#) or [Twitter](#) can add their suggestions and vote on sketches of the product in development.

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**About Montréal Couture**

Montréal Couture is a not-for profit social enterprise whose mission is to implement restructuring projects for local clothing and fashion accessories companies and to reinforce their production capacities in Montreal and the province of Quebec.

To bring awareness to consumers about local production issues and to give a sense of responsibility to their purchasing power, Montréal Couture launched in February 2010 a new line of clothing and accessories branded "Style & Conscience". Each product is a collaboration between a local designer and a non-profit organization and aims to fund the cause sustained by the non-profit. The exclusive sales are made via the Style & Conscience online boutique for a limited period of time and the production is handled by a local contractor, transforming the Style & Conscience product into a fashion item that is totally ethical and socially responsible and the consumer into an informed fashion activist.

For more information, please visit: [www.montrealcouture.com/](http://www.montrealcouture.com/)

**About Marie Saint Pierre**

Marie Saint Pierre is one of the most renowned Canadian designers and a leader in Quebec fashion. Considered an avant-garde designer, Marie Saint Pierre is known for her layering techniques and fluid lines, creating an imaginative juxtaposition of textures and colors for women that appreciate this unique synthesis between esthetic and functionality. But her efforts extend beyond fashion. In 2004, she has created the SOUS ZERO foundation in order to assist underprivileged women and children in the Montreal area during cold winters. Today, by participating in this co-creation project, she continues to make an impact, both in the world of fashion and in the lives of those around her.

For more information, please visit: <http://www.mariesaintpierre.com>

**About The Nutcracker Fund for Children**

The Nutcracker Fund for Children was created 13 years ago by Les Grands Ballets. It allows sick children or from disadvantaged neighbourhoods in Greater Montreal to experience the magic of a performance of The Nutcracker. Each year, under the Supporting Montréal Schools Program, the Ministère de l'Éducation, du Loisir et du Sport selects participating schools at random.

Thanks to the generous contributions of companies and donors, to date more than 14,500 children have experienced this unique holiday season magic. Not only do the children attend the matinee performance, but they also participate in a cultural and educational workshop.

For more information, please visit: [www.grandsballets.com](http://www.grandsballets.com) or [www.marchecassenoisette.com](http://www.marchecassenoisette.com)