

**PRESS RELEASE**

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**GRANDS**  
BALLET CANADIENS DE MONTRÉAL  
GRADIMIR PANKOV ARTISTIC DIRECTOR



# The Nutcracker Market

## THE FIRST NUTCRACKER MARKET: **AN IMMENSE SUCCESS**

**Montreal, December 8, 2010** – The Nutcracker Market closed last Sunday on a very positive note: the public, exhibitors, partners and sponsors were unanimous in their appreciation of this new initiative of Les Grands Ballets Canadiens de Montréal. With over 70 exhibitors, this first edition delighted the approximately 12,000 visitors who stocked up on Christmas gifts and discovered scores of original products in an intimate setting.

In the words of Alain Dancyger, the Executive Director of Les Grands Ballets Canadiens de Montréal, “the success of this first edition has proven that a philanthropic Christmas market of this kind, which is a new and original concept in Montreal, can have wide public appeal. Year number one of the Nutcracker Market has thus helped to establish it as one of the holiday season’s marquee events, one that is destined to become a tradition, in much the same way as *The Nutcracker*.”

Even more important, the Market, which enjoyed extensive and glowing media coverage, helped to increase the visibility of the Nutcracker Fund for Children. This program allows children from disadvantaged communities to take part in educational workshops and to attend a performance of *The Nutcracker* every year. *The Nutcracker* production of Les Grands Ballets also benefitted from this additional media coverage.

Les Grands Ballets invites you to the second edition of the Nutcracker Market next year, promising even more intriguing exhibitors, more special activities for young and old alike, as well as many new and exclusive items. Not to be missed in November 2011!

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Information: Isabelle Gagnon, Media Relations  
514-849-8681, ext. 230 / [igagnon@grandsballets.com](mailto:igagnon@grandsballets.com)

Francine Arsenault, Communications Director  
514-849-8681, ext. 227 / [farsenault@grandsballets.com](mailto:farsenault@grandsballets.com)