



For immediate release

PRESS RELEASE

The Board of Montreal Museum Directors is celebrating its 25th anniversary and launches the Montréal Museum Day at the promenade des Artistes du Quartier des spectacles on Sunday, May 29, 2011. -

The Board of Montreal Museum Directors (BMMD), May 12, 2011. - The BMDD is celebrating its 25th anniversary and invites the public for the 25th Montreal Museum Day (MMD) on Sunday, May 29, 2011. Presented by Quebecor, in collaboration with the Société de transport de Montréal, the 2011 edition of the MMD will highlight and celebrate 25 years of complicity between Museums and Montrealers with a big party at the Promenade des Artistes du Quartier des spectacles and in the 32 museums that are offering free admission to the public from 9 am to 6 pm.

25 years is something to celebrate ... at the promenade des Artistes

The promenade des Artistes will become a festive area where Montrealers, whose musical creations reveal the influence of world culture, will thrill the heart of the metropolis. Musicians, entertainers, artists and the general public, young and old, will celebrate Montreal's museums by way of a large musical gathering in a festive atmosphere. *Fanfare pourpou*, *Le Trio populaire*, Hassan El-Hadi and Juan Sebastian Larobina will provide the musical component orchestrated by Vision Diversité with itinerant shows and performances at the Société de transport de Montréal's (STM) Funambus venue. Onboard the Fumambus, the public will discover *25 ans de la Société des directeurs des musées montréalais* and *Les 150 ans de la STM*. Be prepared for a full day of entertainment punctuated with spontaneous demonstrations throughout the day. Finally, these events will be captured live by Bitesize Entertainment to be posted eventually on the web.

It takes a gift to mark 25 years

Visitors to the promenade can procure themselves a paper Cruncher, with which they can fold and play games. By presenting their Cruncher to participating museums in the summer of 2011, visitors will receive a surprise.

25 years is something to celebrate ... all day in 32 museums

Three new museums join the party this year in addition to the hundreds of free exhibitions and activities that await participants. A mixture of art, architecture, science and history is designed to please a wide palate of tastes and ages. Over the course of 25 years and 25 Sundays, this unique event has received nearly 2 million visits of free workshops, concerts, shows, demonstrations, meetings, exhibitions and discoveries.



25 years of bus routes

Continuously, between 9 am and 4:30 pm, the seven (7) looped bus routes offered free to the public by the STM will depart and converge at the heart of the Quartier des spectacles.

A tour facilitated by free shuttle buses

Participants may simply opt to take the free shuttle and explore the city from east to west, from south to north. Those who wish to travel to the museums by making their own journey on foot, by bicycle, by BIXI, by car or even by taking regular public transit will find all the relevant information in the brochure. Visitors can cross the river at a reduced rate with a discount (\$ 3) offered by *Navettes maritimes du Saint-Laurent* to add to the pleasure of the tour: the passage from the Réal-Bouvier Pier in Longueuil to the Old Port and Jean-Drapeau Park leads directly to the lilac and red circuits.

All the information is at your fingertips

The bilingual brochure is available now in museums, libraries and cultural centers, in certain shops such as Omer DeSerres stores, in bookstores such as Archambault and in the SuperClub Videotron stores. The complete program and all logistical details (including paid and free parking lots) are online at www.museesmontreal.org. The Ministry of Tourism's telephone operators can answer all of your questions and even offer some interesting suggestions. They can be contacted at 1-877-BONJOUR. The programming will also be available on iPhone and iPod Touch muséesdemontreal.

25 YEARS of the BMMD. An event worth celebrating... at the Montreal Museums Day. And the Montreal Museums Day is at the promenade des Artistes for the first time this year!

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