



## Press Release

### **For immediate release**

#### **An original and affordable gift idea from the Board of Montréal Museum Directors (BMMD): The Montréal Museums Pass to 39 museums and attractions**

Montréal, September 13, 2011 – The holiday season is the perfect time for businesses to discover the Montréal Museums Pass, whose purchase price is 100% deductible from provincial income taxes!

What could be a more original and inventive way to reward employees, please VIP customers, or simply offer as a gift than a pass with so many benefits?

With one click\*, you can offer:

#### **The Prestige Card:**

Valid for one year, this card costs \$200 (real value: \$560) and gives

- Free admission for two people<sup>o</sup> for one full year to 39 Montréal museums and attractions, including the Biodome and the Botanical Garden, and the permanent exhibitions
- A one-and-a-half-hour-long cruise for two people on the Lachine Canal (during the summer)
- A free ticket for two people to a film at the Cinémathèque québécoise
- A free train ride for two people at Cité historia, located in the Parc-Nature de l'Île-de-la-Visitation (during the summer)
- A free copy of Montréal Museums Magazine, which provides information about all the city's museums

- Discounts of a minimum of 10% at the Montréal Olympic Tower, the Musée d'art contemporain and Pointe-à-Callière museum shops, the McCord Museum, Auberge Le Pomerol and ITHQ restaurants, at Scandinave Les Bains spa in Old Montréal, and on bike rentals at Montréal On Wheels

°Note: this card may be used twice by one person or once by two people.

### The 3 days' Museums Pass:

Valid for 3 days over a 3-week period, this card costs \$60 and includes the same advantages as the Prestige Card, but only for one person.

\*Until December 22, 2011, the BMMD is offering a special 5% exclusively on-line discount on the cost of all Montréal Museum Passes at [www.museesmontreal.org](http://www.museesmontreal.org).

*Passes can also be bought at most Montréal museums, at La Vitrine, at the Centre Infotouriste on Peel Street and in some 50 of the city's hotels. The Montréal Museums Pass is a BMMD initiative to encourage people to discover the many riches of Montréal's museums.*

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### **For more information, please contact:**

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