

Press release
For immediate release

**Inaugural Jacques Cartier Bridge illumination show
to be repeated on Sunday, June 25, at 10:30 p.m.**

Montréal, June 12, 2017 – Following the hugely successful 30-minute show inaugurating the luminous interactive work *Living Connections* on May 17, the Society for the Celebration of Montréal's 375th Anniversary, along with The Jacques Cartier and Champlain Bridges Incorporated, invite the public to attend a repeat of this special lighting ceremony at 10:30 p.m. on Sunday, June 25.

According to a CROP survey, more than 400,000 people gathered in Old Montréal, on the South Shore and in the vicinity of the Jacques Cartier Bridge on May 17 to watch the world's first networked bridge be illuminated for the first time. They were joined by more than 1.8 million people in the Greater Montréal region watching live on TV and the Web. This huge success has persuaded the project partners to hold a repeat of inaugural show, so that the greatest possible number of people can explore the full potential of the luminous interactive work *Living Connections*, which will be on display for the next 10 years.

As on May 17, the special 30-minute lighting show will be presented with musical accompaniment featuring the Orchestre Métropolitain, conducted by Yannick Nézet-Séguin, and a dozen or so Montréal performers. The soundtrack will be broadcast on Rouge FM.

Tips on the best locations from for viewing the repeat show are posted on the Montréal 375th site at www.375mtl.com/en/programming/connexions-vivantes-reprise-du-spectacle-inaugural-807. Members of the public are invited to walk, bike, or take a taxi, bus or the métro to the show.

"The St. Lawrence River is very important to us," said Kahnawà:ke Grand Chief Joseph Tokwiro. "I'm pleased that visitors and area residents alike are able to enjoy a festival of light on the bridge that causes reflection on the river's prominence in making this area so important in our shared history."

For his part, the Mayor of Montréal, Denis Coderre, remarked: "So that as many people as possible can experience the full, shining potential of this work, I am delighted that this grandiose spectacle will be presented for a second time, on June 25 at 10:30 p.m. Our city will have pride of place once again! I would like to thank the many partners in this project, including the Society for the Celebration of Montréal's 375th Anniversary and The Jacques Cartier and Champlain Bridges Incorporated, for making this repeat presentation possible."

Martin Coiteux, Québec Minister of Municipal Affairs and Land Occupancy, Minister of Public Security, and Minister responsible for the Montréal Region, added: "*Living Connections* has been lighting the skies of Montréal since May 17, and Montrealers and Quebecers have already embraced this symbol. The special repeat of the inauguration will provide one more

demonstration of the amazing potential of this light show, and especially, the ingenuity and creativity displayed by its creators.”

The Honourable Mélanie Joly, Minister of Canadian Heritage, speaking on behalf of the Honourable Amarjeet Sohi, Minister of Infrastructure and Communities, said: “On June 25, Montréal will have the opportunity to experience the relighting of the Jacques-Cartier Bridge. In this year of celebrations marking Canada’s 150th, the Government of Canada is pleased to support the Society for the Celebration of Montréal’s 375th Anniversary in the production of this living artwork.”

Alain Gignac, General Manager, Society for the Celebration of Montréal’s 375th Anniversary, explained: “The outpouring of requests, especially on social media, from people who want to see the inaugural show again, or see it for the first time, is proof of the great interest in the bridge illumination. In organizing this repeat performance, we wanted to respond to that, while respecting the busy schedule of summer events.”

And Glen P. Carlin, Chief Executive Officer of The Jacques Cartier and Champlain Bridges Incorporated (JCCBI), noted: “The lighting of the Jacques Cartier Bridge has attracted attention beyond our borders, enhancing the historical and architectural character of this iconic structure and providing Montréal with a unique signature. We are pleased to take part in the reprise of the inaugural show to give everyone the chance to admire this urban bridge in a very special light.”

About *Living Connections*

With the completion of the luminous interactive work *Living Connections*, the Jacques Cartier Bridge becomes the world’s first networked bridge. It lights up and comes to life every night thanks to intelligent programming that adapts to the seasons and the city’s energy. Activated by millions of human and natural connections, the bridge awakens at sunset and goes to sleep with the day’s first light. The city’s ambitious, innovative new luminous signature is a tribute to an iconic architectural feature of Montréal’s urban landscape. To learn more about the concept for this project that will be ongoing for the next 10 years, visit www.illuminationMTL.com.

The luminous interactive work *Living Connections* is produced as part of Canada’s 150th anniversary and Montréal’s 375th anniversary, with the financial participation of the government of Canada, the Gouvernement du Québec, the Ville de Montréal and the Great Montrealers.

Project management is by The Jacques Cartier and Champlain Bridges Incorporated. The artistic concept is created by Moment Factory in collaboration with six Montréal multimedia and lighting studios: Ambiances Design Productions, ATOMIC3, Éclairage Public / Ombrages, Lucion Média, Réalisations and UDO Design. The engineering work is by the WSP–AECOM consortium and the lighting system installation by Pomerleau.

About the Society for the Celebration of Montréal’s 375th Anniversary

The Society for the Celebration of Montréal’s 375th Anniversary is a non-profit organization whose mission is to organize the celebrations and socioeconomic contributions that will

highlight Montréal's 375th anniversary in 2017. With a focus on promoting Montréal expertise, it acts as a catalyst for local forces to carry out its mandate: mobilize the community, implement a funding strategy, rigorously manage funding, develop quality programming and ensure the visibility of the celebrations.

The Society benefits from the support of the Ville de Montréal, the Government of Canada, the Gouvernement du Québec and private funding from 12 Great Montrealers. For more information: 375mtl.com.

For the complete list of news releases and other images and videos, go to our virtual media room [here](#).

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About JCCBI

As a manager of important infrastructure, The Jacques Cartier and Champlain Bridges Incorporated is a Crown corporation established in 1978 that is responsible for the Jacques Cartier Bridge, the Champlain Bridge, the Champlain Bridge Ice Control Structure, the Île des Sœurs Bypass Bridge, the federal sections of Bonaventure Expressway and the Honoré Mercier Bridge, as well as the Melocheville Tunnel. Every day, the Corporation ensures a safe drive for thousands of users by managing, maintaining and repairing these important infrastructures for Greater Montréal. The Corporation also ensures that these critical structures remain safe, fully functional and esthetically pleasing both today and in the future. www.JacquesCartierChamplain.ca

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SOURCE: The Jacques Cartier and Champlain Bridges Incorporated and the Society for the Celebration of Montréal's 375th Anniversary

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