



Ponts
**JACQUES CARTIER +
CHAMPLAIN**
Bridges
Canada

**MOMENT
FACTORY**

PRESS RELEASE
For immediate release

Rainbow-coloured illumination for the Jacques Cartier Bridge

Longueuil, April 2, 2020 –The Jacques Cartier and Champlain Bridges Incorporated (JCCBI) with Moment Factory and its collaborators are pleased to announce that the great « We will get through this » movement and its rainbows, which has spread among the population in the context of the Covid-19 pandemic, will extend to the Jacques Cartier Bridge during the month of April.

To do this, JCCBI with Moment Factory and its collaborators will light up the bridge with a rainbow-coloured illumination, starting tonight at sunset. This is part of the current movement of solidarity, hope and support particularly for our great partners Ville de Montreal and Ville de Longueuil, which are connected by the bridge.

Plus, JCCBI will donate \$5,000 to Centraide of Greater Montréal to help people and families in need.

It starts tonight, for the entire month of April!

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 original Champlain Bridge, the original 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. The Corporation manages, maintains, and repairs these important Greater Montreal structures to ensure the safe passage of thousands of users every day. It also ensures that these critical structures remain safe, fully functional and aesthetically pleasing both today and in the future. www.JacquesCartierChamplain.ca

About Moment Factory

Moment Factory is a multimedia studio with a full range of production expertise under one roof. Our team combines specializations in video, lighting, architecture, sound and special effects to create remarkable experiences. With its headquarters based in Montreal, the studio also has offices in Los Angeles, Tokyo, London, New York City and Paris. Since its inception in 2001, Moment Factory has created more than 400 unique shows and destinations. Productions span the globe and include such clients as Los Angeles Airport, Nine Inch Nails, Microsoft, NFL, Sony, Toyota, the Sagrada Familia in Barcelona, Madonna and Royal Caribbean. momentfactory.com

For further information

Nathalie Lessard, Director, Communications
The Jacques Cartier and Champlain Bridges Incorporated
Office: 450-651-8771, ext. 2232 nlessard@pjcci.ca

Marie-Pier Veilleux, Director Public Affairs and International Relations
Moment Factory
Office : 514 843-8433, ext. 214 mariepier@momentfactory.com