



Ponts
**JACQUES CARTIER +
CHAMPLAIN**
Bridges
Canada

MOMENT FACTORY

PRESS RELEASE
For immediate release

The Jacques Cartier Bridge's rainbow illumination to continue in August

Longueuil, July 29, 2020 – The Jacques Cartier and Champlain Bridges Incorporated (JCCBI) as well as Moment Factory and its partners are pleased to announce that the Jacques Cartier Bridge's rainbow illumination which can be seen every night at sunset for the past few months, will continue in August. This special illumination is part of the great "We will get through this" movement that started in Italy.

As a symbol of comfort and hope for people in these difficult times, the rainbow-coloured illumination also shows our solidarity with health care workers and pays tribute to those who have died from the virus.

An iconic structure in the Montreal region celebrating its 90th anniversary this year, the Jacques Cartier Bridge connects Montreal and Longueuil, while its rainbow illumination reminds us that we will get through this difficult time together.

Look for the rainbow again tonight, and for just a few more weeks to come!

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 Champlain Bridge Estacade, 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 that combines a wide range of expertise under one roof. Our team specializes in video, lighting, architecture, sound and special effects to create memorable experiences. Based in Montreal, the studio also has offices in Los Angeles, London, Paris, New York and Tokyo. Since its inception in 2001, Moment Factory has created over 400 unique productions and destinations around the world for clients such as the Los Angeles Airport, Nine Inch Nails, Microsoft, the NFL, Sony, Toyota, the Sagrada Familia in Barcelona, Madonna, and Royal Caribbean. momentfactory.com

For more information

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