



Ponts  
**JACQUES CARTIER +  
CHAMPLAIN**  
Bridges  
Canada

**PRESS RELEASE**  
For immediate release

## **The Jacques-Cartier Bridge Illumination will resume its seasonal colors on September 1<sup>st</sup>**

**Longueuil, August 26, 2020** – The Jacques Cartier and Champlain Bridges Incorporated (JCCBI) is pleased to announce that the Jacques Cartier Bridge illumination will return to its seasonal colors through its regular intelligent programming, starting September 1. Even if the effects of the pandemic continue to be felt, returning to the regular programming of the bridge illumination is part of the continuing deconfinement efforts and is meant to support the new school year as well as workers as they gradually return to their offices. However, the rainbow will be included in the regular programming and will appear every hour for five minutes.

“The Jacques-Cartier Bridge comes alive every night thanks to intelligent programming that produces dynamic and beautiful lighting. In addition, every hour on the hour, short animations visually translate Montreal’s mood as reflected by traffic, weather and social media data collected during the day. This had all been on hold for several months. Although the pandemic continues to affect us, we believe it is important to support the deconfinement efforts, and that the bridge resume its regular illumination. This way it continues to be a unifying and dynamic symbol, while retaining a touch of the rainbow,” explains Sandra Martel, Chief Executive Officer, JCCBI.

The Jacques Cartier Bridge is celebrating its 90<sup>th</sup> anniversary this year and it is the first connected bridge in the world. Thanks to its intelligent programming the bridge illumination changes with the seasons by means of a 365-colour calendar, which includes all the colours of the rainbow.

### **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](http://www.JacquesCartierChamplain.ca)

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### **For more information**

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