

*Press Release
For immediate publication*

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**SASHA, JOHN DIGWEED AND DAVE SEAMAN
TOGETHER FOR THE FIRST TIME IN MONTRÉAL
FOR A SENSATIONAL INTERNATIONAL EVENT!**

True to its mandate of organizing large multimedia events and seeking to spur the enthusiasm of an audience of ever increasing sophistication, BBCM Foundation takes great pleasure in announcing that the DJs for the **main Black & Blue Festival event** to be held at **Palais des Congrès** on **Sunday, October 11th** will be **Sasha, John Digweed and Dave Seaman** from the UK, and Montréalers **Franco Fabi and Stéfane Lippé**. An announcement earlier this summer to this effect triggered a wave of ticket buying and provided advance indication that the 2009 Festival promises to be a hit with attendees.

Widely recognized for its original artistic concepts, this year's Black & Blue Festival will showcase a concept dubbed '**LITE Switch**' which was developed **around the theme of light** in collaboration with lighting design expert **François Roupinian** of Lightemotion. François, the individual responsible for magnificent Black & Blue event lighting from 2003 through to 2008, will be contributing to 2009 proceedings in the capacity of special consultant to the artistic/event management team. As lighting is one of the key components of the event, BBCM continues to explore this facet with a view to ensuring use of the very latest in lighting technology. The light immersion concept, intended as the sole backdrop for the dance floor, is designed to create a realm unto itself and an extraordinary experience for participants. Back once again for 2009 are technical director Sylvain Tessier and sound expert Éric Tourangeau who has brilliantly orchestrated all sound-related aspects of nearly every Black & Blue event from the outset.

The main Black & Blue evening event will include a **block-buster show segment**, as well as theme-based entertainment. This year's main show, '**Switch Me On**', will be directed by **Mika of Théâtre POD** and choreographed by **Jean-Marc St-Yves**. Employing a diversity of light technologies and featuring a colourful number spanning various musical genres, the show is certain to impress. The main number involves some thirty dancers in a tribute to 'commedia del arte' and features an original mélange of opera, ballet and house music. Exploring the theme of light through channels such as a choreographic variation in seven scenes, the same team will coordinate other entertainment segments to be presented during the evening.

Live shows

Other shows will be featured at the Black & Blue main event. The international star Kate Ryan will sing a few hits (one song in English and one song in French) on stage. The singer will be in Quebec to promote her new album, French Connection, which will be released on October 13.

The excellent electronic music group, **Numéro#**, from Montreal, will also perform live at the event for a special « closing show ».

Other Festival events

This year's official **Festival program lineup will run from October 7th to 13th** and will include the ever popular **Leather Ball** (Friday, October 9th at Medley), **Military Ball** (Saturday, October 10th at Salle Telus, where the international icon Amanda Lepore) and **Recovery Party** (Monday, October 12th at Circus), in addition to a host of other activities in Village area clubs.

There will be official brunches in different restaurants, tea dances, pre-parties and post-parties. BBCM is once again affiliating with À Contre-courant swim club for the team's annual swimathon, and with Big Jump, Montréal's gay volleyball tournament. Both sporting events are scheduled to take place during the Festival.

BBCM will also be presenting two upscale events, namely the **Launch Cocktail at Altitude 737** atop Place Ville-Marie and the **President's Cocktail at the all new Westin Montréal** just across from Palais des Congrès.

Black & Blue event details will soon be available online at www.bbcm.org. Queries are welcome via e-mail at information@bbcm.org or by telephone at 514 875-7026.

Travel information

BBCM recommends the use of the services provided by our partners, Air Canada and the Westin Montréal. Both are offering preferred fares/rates for Black & Blue attendees:

Air Canada, official airline: www.aircanada.com // Res.: 1.800.286.1986 // 514.393.9494
Code: XNP8B421

Westin Montréal, official hotel venue: 270 Saint-Antoine West
Reservations.: 514.380-3333 // www.westin.com Code: BBCM

Tickets and VIP passes

The different Festival VIP passes are already on sale. To purchase a pass or see what each includes, log on to one or other of www.ticketpro.ca or www.bbcm.org. These passes provide holders with priority access to events, as well as access to the VIP Lounge on the evening of the main Festival event. VIP pass holders will also receive a complimentary gift bag.

Preferred rate tickets for the main Festival event at Palais des Congrès are available for purchase online at www.ticketpro.ca. Tickets are also being sold at Priape Montréal located at 1311 Ste-Catherine Street East. Additional points of sale will be announced in the near future and tickets for various program events are scheduled to go on sale in mid-September. Please note that tickets for the Military Ball at Theatre Telus will be sold via www.admission.com and not via Ticketpro.

Black & Blue Festival partners

BBCM Foundation wishes to thank all partners of the 2009 edition: Ministère des Affaires municipales, des régions et de l'occupation du territoire, Tourisme Québec, Tourisme Montréal, Arrondissement Ville-Marie, Air Canada, Noize Magazine, Manhunt, Next Door Male, Magazine A&U, Fun Maps, Molson Dry, Fugues, Priape, SDC du Village, Soudbeatradio, Partylist.com, Association sportive et communautaire du Centre-Sud, Les Tubbies.com, mygaytoronto.com, Zoom Media, PROUD FM, Cybersocket, Nightlife Magazine, Musée d'Art contemporain, Village Scene Productions, Théâtre Centaur, Sauna Centre-Ville, Mark Nelson Events, Ticketpro.ca, Source Médias Communications, ZIP, Gang D'IRC, Design Hapy, Cuir Mont-Royal, SPEED Magazine, Medley, Circus, Parking Nightclub, Aigle noir, Altitude 737, Palais des congrès, Cabaret Mado, SKY, Restaurant Cora, Théâtre Telus, Le Planète.

Mission of Foundation and importance of Black & Blue

The Foundation, a non-profit organization involved in organizing events since 1991, takes one particular cause to heart, namely **aiding individuals living with HIV /AIDS**. Hence the Foundation makes regular donations to organizations which provide direct assistance and care. The Foundation also helps gay and lesbian community organizations by providing promotional and logistics assistance, and by making donations. BBCM Foundation contributes handsomely to tourism development through the organization of events designed to draw tourists from countries around the world and by boosting promotional efforts aimed at showcasing Montréal as a destination prized for its many attractions and events. **Next year, in 2010, BBCM Foundation and Black & Blue will be celebrating their 20th anniversary.** What better opportunity for participants—new and from years past—to join together in a dazzling celebration of twenty years of solidarity, team spirit, equality, inclusion, open-mindedness, artistic excellence, hard work, partying and music!

Getting involved in Foundation activities

The Foundation is ever on the lookout for partners and sponsors. As much of the Foundation's work depends on volunteer input, we are always in search of dynamic individuals interested in getting involved. For details or to volunteer: www.bbcm.org / information@bbcm.org / 514 875-7026.