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SEASON

ANNUAL FUNDRAISING CAMPAIGN

Press Release

HONORARY COMMITTEE

Annual Danse Danse Fundraising Campaign

CO-PRESIDENTS

BUSINESS COMMUNITY SUPPORTS CONTEMPORARY DANCE

Michel Leblanc
President and CEO
Board of Trade of
Metropolitan Montreal

LAUNCH OF DANSE DANSE CIRCLE OF FRIENDS

Elliot Lifson
Vice-Chairman
Vêtements Peerless
Clothing

Montreal, 26 January 2012 – The 2012 **Danse Danse** benefit gala was held last night in Théâtre Maisonneuve at Place des Arts. This annual fundraising event was co-hosted by **Michel Leblanc** and **Elliot Lifson**. At a private cocktail reception given after a performance of *Vertical Road* by Britain's Akram Khan Company, some 200 members of the Montreal business community and cultural milieu chatted with the artists, in the presence of Christine Saint-Pierre, Quebec Minister of Culture, Communications and the Status of Women.

MEMBERS

Véronique Desroches
Senior advisor, branding
and corporate marketing
Astral Media Inc

"It is always encouraging to see the business community step forward when it comes time to support culture, and I am proud of the success of tonight's event. I would like to extend my sincere thanks to all the donors and major contributors – particularly our Excellence Partners **Astral**, **Financière Sun Life** and **Rio Tinto Alcan** – who quickly responded to our appeal. Through their generous contributions, they help to support Danse Danse, an organization that over the past 15 years has been working to promote and develop contemporary dance," noted the chairman of the board of directors of Danse Danse, **Louis-François Hogue**, a senior partner with Fasken Martineau.

Lynda Gorman
Psychologist M.Ps.
Nissan Ile Perrot

The international Danse Danse series provides an exceptional showcase, presenting impressive works by companies from here and abroad to an ever-growing audience. The funds raised during the annual fundraising campaign – more than **\$62,000** so far – are allocated to two programs that are a mainstay of the organization, **Get Youth into Dance** and **Carte Blanche**, whose respective objectives are to introduce young people to culture and to support up-and-coming choreographers.

Bruno Masson
Investment Advisor
BMO Nesbitt Burns

Denyse Nepveu
Director, Communications
and Public Affairs
Canadian Pacific Railway

"I am pleased to announce that part of the funds raised this evening for the Carte Blanche program will benefit three Montreal choreographers. They are artists whose talent has not only been recognized by their peers, but acclaimed by the public," said **Clothilde Cardinal**, co-director of Danse Danse, adding that their names would be revealed during the official launch of the 2012-2013 season program, which will take place on March 13.

Thierry Pejot-Charrost
Corporate Director,
Internal Audit
Transat A.T.

Erik Ryan
Senior vice-president,
Communications and
External Relations
Rio Tinto Alcan

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“By allowing adolescents from disadvantaged backgrounds to attend dance performances, and by supporting choreographers at crucial moments in their careers, we help contribute to the vitality of contemporary dance in Quebec,” mentioned **Pierre Des Marais**, co-director of Danse Danse.

Both co-directors were pleased to proceed with the launch of the **Danse Danse Circle of Friends**. Visit http://www.dansedanse.net/DDA_1112/en/dons.php for more details.

Guests met with several dignitaries and well-known personalities from the business community and cultural milieu, whose presence was a clear gesture of support for Danse Danse. A presentation by **Chantal Fontaine** and **James Hyndman**, spokespersons for the Get Youth into Dance program, included a reading of comments from teenagers who had benefited from the program. The communications director at the Segal Centre for Performing Arts, **Julien Valmary**, gave a speech about the Segal Centre/Danse Danse artistic residency program for choreographers.

With an objective of \$100,000, the Danse Danse fundraising campaign will run until April 2012.

Photos of the event can be viewed at the following site:

http://www.dansedanse.net/DDA_1112/en/photos.php#benefice

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Source: Danse Danse www.dansedanse.net
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RioTintoAlcan

