

## **An unprecedented success for the 13th edition of White Party Week**

Montreal, May 1st, 2007 – A breeze of festive delirium blew over Montreal for the **13th edition of Montreal's White Party Week**, which lit up the city's night life from April 5 to 9 with a series of extremely well attended events. The main happening, the **White Party** itself, was a victim of its own success and unfortunately had to **turn away customers** at the door of the Palais des Congrès de Montréal. **The organizers wish to apologize once again to ticket holders** who were **frustrated by the unexpected situation**. So special did the atmosphere at the big night turn out to be that a maximum of participants decided to stay until very late in the morning. This lack of turnover, which did not reflect the experience of previous editions, was the source of the problem getting in. **All those who could not get into the event have been able to have their tickets refunded according to the ways and means presented on the balenblanc.com website**. These shortcomings notwithstanding, the fact remains that the 13th edition of White Party Week will certainly go down as one of the most successful ever, as a dense crowd danced with unflagging energy in the two rooms for the entire fifteen hours of the event.

### **White Party Week: DJs stirred by the crowd**

Enthused by **roughly 14,000 energized participants** in **spectacular settings**, the artists in attendance offered sets that were every bit a match for their reputations. On the **tech/trance** side, after a stage-setting introduction from **Wizz**, Holland's **Sander Van Doorn** more than lived up to expectations with a frenzied session. Not to be outdone, the very popular **Armin Van Buuren** excelled once more, rousing the hall with hypnotic waves of well cushioned rhythms. British trio **Above and Beyond** then took over with a brilliant demonstration of their expertise, a prelude to Montreal's **Preach**, who brought the proceedings to a close with another of his inspired performances. The **House** room, meanwhile, giving off an underground vibe with its immense drawings of superheroes, pulsated at a high frequency all night long thanks to DJs like **Cesar Romero** and **Stephan Grondin**, who pulled out all the stops from the word go. The monumental **Peter Rauhofer** followed with his usual flair, lighting up the crowd with a singular selection of rhythms. Following the stunning vocal contributions of Israeli singer **Maya**, her compatriot **Offer Nissim** raised the roof even higher, heightening the intensity with powerful mixes that were a hit with everyone in the room. Sultan followed with a brilliant set, which gave way to yet another masterly session courtesy of **Deep Dish's** Ali and Sharam, to end the morning.

### **Montreal nights to the rhythm of related events**

**About fifteen satellite events** rounded off the program for Montreal's White Party Week this year. International artists like **DJ Dan**, **Max Graham**, **Princess Superstar**, **Axwell**, **Twisted Dee**, **Sherry Vine** and **Joey Arias** contributed to heightening the quality of these special evenings in various Montreal clubs. Feeling all the comforts of home, **Erik El**, **Patrick Dream**, **Bruno Brown**, **Malick** and several other local DJs also honored the festive reputation of Quebec's metropolis.

### **Thanks, and till next year**

The organizers would like to thank all the **sponsors and partners** who contributed to the success of the 13th White Party Week. A big thank-you as well to the entire **Playground Management team** and to **everyone who worked** on making this edition a triumph. Next year's event, the **14th edition**, will take place from **Thursday to Monday, March 20 to 24, 2008**.