



Press release  
For immediate release

## Tickets for the 10<sup>th</sup> anniversary of Montréal's White Party on presale as of February 7

Montréal, February 6, 2004 – Due to circumstances out of the control of the organizers, the **presale of tickets** for the main event of the **10<sup>th</sup> anniversary edition of Montréal's White Party Week** must be **postponed for one week**. This year, the event will take place from **Thursday, April 8 to Monday, April 12**, and preparations are underway to create a happening that promises to remain etched in the memories of the Montréal crowd. The **presale** of the tickets for the main event will therefore start **Saturday, February 14**, and the tickets will be available at a **reduced price** at select points of sale.

The climax of the prime event of the spring, **Montréal's White Party** itself, will be held **Sunday, April 11**, at the **Palais des Congrès de Montréal** where **two rooms** will respectively host a **house** and a **trance** theme. For a **nonstop** period of **15 hours**, the 12,000 visitors expected to attend will experience the rhythms of the greatest international DJs (**Deep Dish**, **Peter Rauhofer** and **Armin Van Buuren** have already confirmed their presence) within two different environments where nothing will be spared to deliver ideal conditions for such an event.

Sign up today for our **mailing list** by visiting **www.balenblanc.com** to keep up to date on everything there is to know about the 2004 edition of Montréal's White Party Week.

### Ticket sales details:

**Saturday, February 14** – **first 1,000 tickets** at the exclusive price of **\$60** each at select points of sale (one day only, taxes and service charges extra, limit of 2 tickets per person).

**Saturday, February 21 to Friday, February 27** – **2,000 tickets** at the exclusive price of **\$70** each at select points of sale (one day only, taxes and service charges extra, limit of 2 tickets per person).

**As of Saturday, February 28** – tickets on sale at **regular \$85 price** (taxes and service charges extra) on the **Admission** network and at select points of sale.

**1,000 VIP bracelets** for the main event will be available **as of February 14** at a price of **\$25** each (taxes and service charges extra). The bracelet procures the following benefits: exclusive and privileged access to the event from a special VIP entrance point; VIP coat-check; access to VIP lounge located beside the DJ booth; an official "10<sup>th</sup> anniversary" t-shirt; exclusive VIP rest area and restrooms. **Important:** The bracelets are a complement to the tickets and do not grant the bearer right of access by themselves.

The **Montréal's White Party Week passes** will be sold at a price of **\$200** (taxes and service charges extra), as of February 28, 2004, at select points of sale. (The pass gives access to all the selected events during Montréal's White Party Week. A Montréal's White Party promotional t-shirt and an official White is Pure II – Montréal's White Party CD mixed by Barbara Brown a.k.a. Misstress Barbara will be handed free of charge upon the purchase of a pass).

**Select points of sale:** Boutiques: **Priape** – 1311 Ste-Catherine East, **Fly** – 1970, Ste-Catherine West, **Il Bolero** – 6842, St-Hubert, **Château** - Carrefour Laval, **Château** – 1310, Ste-Catherine Ouest, **Château** - Promenades St-Bruno

Regular-price tickets only: **Admission network** (☎ (514) 790-1245, outside Montréal – 1 800 362-4595, [www.admission.com](http://www.admission.com))