

## 10<sup>th</sup> anniversary of Montréal's White Party: Gay community invited to celebrate at the sound of a diversified program

Montréal, February 13, 2004 – A touch of spring will soon bloom all over Montréal with the presentation of the festivities surrounding the 10<sup>th</sup> anniversary of **Montréal's White Party Week**. From **April 8 to 12**, many special events promise to heat things up in the Gay community which is known for its knack for celebrating. It all starts with **Montréal's White Party**, where **two special theme rooms** are set up this year at the Palais des Congrès. **Deep Dish, Peter Rauhofer** and numerous others will officiate in the **House room** we've designated the **Playground** to honour the legendary club where Montréal's White Party was born. **Paul Van Dyk, Armin Van Buuren** and other great names to be confirmed will also spin in the **Aria Trance room**.

**Plastic Bertrand's** much anticipated return should also melt a few hearts in the electrifying atmosphere of **DJ Frigid's Kink!** night at club **Unity II**. More than ever, the long Easter weekend will be an occasion to unwind at the beat of a program sure to be as pleasing for the ears as for the eyes.

### Wednesday, April 7: the previews

To whet everyone's appetite, two nights will be presented as appetizers on the eve of the official kick off of the celebrations. The **Chrome** night will transform into **Noche Blanca** at the chic **Cabaret Mado**, where the chemical reactions of House will be triggered by an internationally acclaimed **guest DJ**. Another Village club (to be confirmed) will put on quite a show with the **Hustler White** night, which will feature performances from international **pornstars**.

### Thursday, April 8: Plastic swinks at the Kink!

*Téléphone mon bijou!* We did, and **Plastic's** coming over. After all, he's the one who said *Tout petit la planète* – and he seems to prove it with a quick leap across the pond. Directly from Brussels, the wackiest of all 80s electro/new wave stars is back in Montréal for an exclusive presentation of a few new pieces along with some of his greatest hits. And why should we **stop** enjoying his work when all we want is an **encore**? The author of "**Ça plane pour moi**" is back with a **live performance** that promises to be quite the raving happening during DJ Frigid's Kink! night at Unity II.

And as tradition has had it for a number of editions, it'll be girls' night out at the **Lady in White** night presented at the **Magnolia**.

### **Friday, April 9, and Saturday, April 10: cruising speed at the Campus**

The beat slows down but remains dead on with the presentation of fashion designer **Luk Laroche's** collection during the *Men In White* event at **Campus**. *Men in White* will be presented Friday and Saturday.

### **Sunday, April 11: Montréal's White Party celebrates its 10<sup>th</sup> anniversary at the Palais des Congrès**

For its 10<sup>th</sup> anniversary, the main event of Montréal's White Party Week goes all out with the best DJ lineup one could dream up. Two theme rooms (House and Trance) will be set up at the Palais des Congrès to allow the **12,000 people expected to attend** to satisfy quench their musical thirst for **15 hours** of ongoing partying. Performances by renowned artists such as **Peter Rauhofer** and **Deep Dish** are already confirmed in the **Playground (House)**, while **Armin Van Buuren** and many other will preside over the **Aria Trance & Big Beat room**. Announcements are forthcoming as to who will complete the exceptional program for this night dedicated to dancing and unwinding.

And to make sure everyone knows just how to step in and move to the beat, Montréal's White Party's *Tea Dance Warm-Up* will open the event from **5 to 10 p.m.** at the **Sky Pub** with guest DJs to be confirmed. Voluntary contributions will benefit **Rendez-Vous Montréal 2006**.

### **Monday, April 12: daytime birds and party animals**

On the wake of Montréal's White Party and to keep the momentum going, **OFF White** will take over (location to be confirmed) from 11 a.m. on to allow participants to keep the rhythm at the sound of many DJs (to be confirmed) for the entire afternoon. For indomitable partiers, Montréal's White Party's **official after-party** will be held on the same night at **Cabaret Mado** where other DJs (to be confirmed) will take turns spinning the tables.

**Regular tickets for Montréal's White Party only** will be **sold** (\$85, taxes included, service charges not included) **as of February 25** on the **Admission network (tel.: (514) 790-1245, toll-free 1-800-362-4595)** and at many **specialized points of sale** in the Montréal area. **VIP bracelets** for Montréal's White Party and **all-week passes** are also available.

Entrance fees for **all the other events except Plastic Bertrand at the Kink!** (\$12 (taxes included, service charges not included), for which tickets will be sold in advance at the Unity II, Priape and on the Admission network), will be **payable at the door** on the night of the given event.

**Info for the public:** [www.balenblanc.com](http://www.balenblanc.com), [info@balenblanc.com](mailto:info@balenblanc.com)