

More than 12,000 people danced all night **All-out success for the 10th anniversary of Montreal's White Party**

Montréal, April 14, 2004 – The **10th anniversary** celebrations of **Montreal's White Party Week** – which came to their conclusion in the wee hours of Monday night during the White Party after parties – were a **striking success** not only in terms of attendance but also thanks to the **exceptional vibe** that characterized the various events presented.

More than 12,000 participants let the steam out enthusiastically during the **White Party** itself, which took place in two distinct rooms at the **Palais des Congrès de Montréal** this year. This new configuration has notably provided for easier crowd movement and for fostering a singular atmosphere resulting from the more "human" format of each room. Already impressive on paper, the attending DJs on the roster (**Paul Van Dyk, Armin Van Buuren, Deep Dish, Peter Rauhofer**, etc.) exceeded all expectations with performances that were in virtual symbiosis with the crowd's energy and enthusiasm. The 15-hour celebration also reflected the spirit of the culture inherent to electronic dance music, and we are happy to report that **no unfortunate incidents came to mar the course of this night** that will remain engraved in the collective memory of Montreal nightlife aficionados.

Plastic Bertrand: a stunning comeback

The return of Plastic Bertrand on the Quebec scene after more than twenty years of absence will also have proved Montrealers' unshakeable love for this wacky character. Flawlessly accompanied by the members of **Xavier Caféine's Poxy**, Plastic literally made a wild crowd tremble with joy in a **fully packed Club Unity II**, Thursday, April 8 – **more than 1,000 people** invested the place. The electro-disco-punk versions created especially for the occasion completely won over a crowd who could not care less about nostalgia.

Unprecedented media coverage

Plastic Bertrand's comeback and the White Party have attracted the attention of the media, who covered the event in greater-than-ever numbers. For the first time, the cameras of **all the major French television networks** were notably on location at the White Party to bear witness to the scale and quality of the production, and that of the party in general. To note is that the White Party now enjoys **a very enviable status on the international scene** in regard to events of its kind, a success Montreal could certainly leverage in its self-promotion efforts. Without questioning the excellence of the coverage prior to and during the event, we are still very concerned with the fact that **a number of media representatives elected once again to insist on the 30 arrests made by police** which, based on the ratio (**30/12,000=0.25%**) and the severity of the searches required at the entrance, stated they were very **satisfied with such impressive results**.

We'd like to thank to all our partners and the public for your support. We hope to see you all at the **11th edition of Montreal's White Party Week** to be held from **March 24 to 28, 2005**.