

From Thursday, April 8, to Monday, April 12
**The 10th edition of Montreal's White Party Week
will light up springtime in the City**

Montréal, March 23, 2004 – Ten years after the first-ever presentation of Montreal's White Party at the legendary Playground after-hours club, **Montreal's White Party** will soon celebrate its birthday with a **series of events** that promise light up the nightlife in the City. From **Thursday, April 8, to Monday, April 12, a dozen DJ sets and diversified shows** will come in turn and lead to a climax on **Sunday, April 11**, while the **White Party** will propose a **never-before-seen lineup of internationally recognized DJs** at the **Palais des congrès** de Montréal.

Since its very beginning, Montreal's White Party Week has pushed the envelope by promoting diversity and openness in all its shapes and sizes. And to celebrate its first decade with the style and excess appropriate for such an occasion, the ultimate springtime event presents a generous program that reflects its singular spirit and solidly established reputation.

In addition to **Paul Van Dyk, Armin Van Buuren, Deep Dish** and **Peter Rauhofer** who will perform as part of the **main event**, many first-rate international DJs will heat up the dance floors of the metropolis's coolest clubs. Names the likes of **DJ Gregory (Africanism), Mark Doyle (Hed Kandi), Manny Lehman, Shawn Riker** and **Raekwon (Wu Tang Clan)** will join an impressive listing of Montreal DJs whose know-how more than rivals that of their foreign counterparts.

Plastic Bertrand's much anticipated comeback should also make a few fans melt. Directly from Brussels, the *king du divan* returns with a live performance and be accompanied by **Xavier Caféine** and his **Poxy** bandmates in the electrifying atmosphere of **Kink!** presented by **DJ Frigid** at club **Unity II**.

The 10th White Party: a mid-spring night's dream

Presented at the Palais des Congrès once again this year, the 10th anniversary edition of Montreal's White Party will propose two different genre-themed rooms. No less than **3 out of the 10 best DJs on the globe** – according to **DJ Mag's Top 100**, the reference in this field – will officiate on this special occasion. On Sunday, April 11, **from 9 p.m. to noon**, **Deep Dish (#10)**, **Peter Rauhofer, DJ Lafèche** and **Jester** will preside over the **House room** baptized the **Playground** to honour the legendary club which gave birth to the White Party. And **Paul Van Dyk (#2)**, **Armin Van Buuren (#3)**, **Preach** and **Marco G** will spin in the **Aria Trance room**. There's not a single doubt that all the winning conditions are in place to make this anniversary night unforgettable.

The **costume contest** also returns this year with many prizes for the taking. All event participants are also asked to pay **special attention to the dress code** (white) in order to ensure maximum impact for the celebrations.

Saturday, March 27 – pre-event

Official launch of Montreal's White Party Week celebrations. **White Lantern** proposes a well-rounded program with the presence of **DJ Disciple** who will be supported by Montrealers **Luc Raymond** and **Jester** at the **Red Lite** after-hours club in Laval. Originally from Brooklyn, Disciple has contributed to the emergence of a true New York house sound as of the end of the 80s. As the thinking head behind the **Catch 22** and **Nympho Sounds** labels, he proposes deep and Latin sounds supported by tribal accents.

Thursday, April 8

Awarded the "**Most Wanted Comeback**" honour on **MTV** in 2000, Plastic has become a true cult artist whose genius has prompted generations to brush up on their French with hits such as "**Ça plane pour moi**", "**Téléphone mon bijou!**" and "**Tout petit la planète**". With more than **20 million albums sold** under his belt, Plastic is back with a live performance where he will be accompanied by the musicians of **Poxy**. This promises to be quite the raving happening (with **surprise guests**) during DJ Frigid's **KINK!** night at club Unity II.

At the same time, house aficionados will get their fill with the energetic mixes of **Stéphan Grondin** who will take on **Hustler White** presented as part of the **Chrome** nights at the **Cabaret à Mado**.

Just north, on St-Laurent Boulevard, the chic **Upperclub** will welcome the **Noche Blanco** event where none other than the boss of the famous **Hed Kandi Records** label, **DJ Mark Doyle**, will be heard. Renowned for his top-notch compilations whose covers are instantly recognized, Doyle is a selector whose exceptional talent is universally acclaimed on all continents.

Saturday, April 10

DJ Gregory has shown the way to an entire generation of DJs and producers in the French house *milieu*. A pillar of Radio FG for a number of years, he has quickly become the darling of Parisian nights. Often associated to the **Yellow Productions** label, DJ Gregory has stricken a great blow – and sparked the imagination of thousands of clubbers – with the explosive success of the project **Africanism** co-produced with Bob Sinclar. The author of the powerful "**Tropical Souclash**" and numerous other must-hears makes a rare (and first) Montreal stop at **club Nexxt** where he'll share the stage with **Christian Pronovost** and **Jojo Flores**.

Presented two nights in a row (**also on Friday, April 9**), the **Men in White** fashion show will also grace the **Campus** from 8 p.m. on. This event, that has become a Montreal's White Party tradition, proposes the latest creations of renowned Montreal designer **Luk Laroche** in a relaxed and user-friendly atmosphere.

Sunday, April 11

To get in the mood for Montreal's White Party, the **White Sleaze** event will propose an energizing happy hour punctuated by the rhythms of Toronto's own DJ **Shawn Riker**

who will perform at club **Sky** after being a hit during his recent visit in the metropolis. A voluntary contribution will be suggested to support the Rendez-Vous Montréal 2006 sporting event. Starting at 10 p.m., the **official White Party warm-up** will take place at club **Millennium** with **DJ Louis-Georges Cazabon**.

In parallel with Montreal's White Party, those who'd rather get down and **hip hop** will be fulfilled with the visit from a pillar of the legendary New York collective Wu-Tang Clan, **Raekwon**. He'll offer a set as part of the **White Hot Hip Hop Night** event at the Aria after-hours club.

Monday, April 12

And for those party animals among you, two events will follow the presentation of Montreal's White Party on Monday. First, **Off White au Cabaret à Mado** will start at **11 a.m.** (until 1 a.m.) and will feature a DJ set by a major international guest as well as a surprise show to be confirmed.

Finally, the **Off White Daylight** event will kick off at 1 p.m. (until 3 a.m.) at the **Daylight Dayclub** with DJs **Robert de la Gauthier, Scott Free, Triple Tag, C-Side, Bruno Brown** and **Max Hebert**.

Many thanks to our partners

Montreal's White Party Week wishes to thank its sponsors for their ever-appreciated support: **Le Château; Mirror; Ici, Coors Light; CKOI 96,9 FM; Nightlife Magazine, Hôtel St-Paul; Luc Laroche (Lùk); Être.**

We'd also like to thank the following partners: **Aria; Red Lite, B.I.T.C.H.; Productions Underground / Dagobert; Productions R.A.M.; Hand2Hand, Brad Entertainment Group; Star 69 Records; Bullit Bookings; Yoshitoshi; Mute, Hed Kandi Records; Mona-Rennals Agency; PAM DJs; Tubbies.**

Tickets

Tickets for the **main Montreal White Party event, Plastic Bertrand and Raekwon** are **sold** at many **accredited points of sale** and on the entire **Admission Network** (telephone orders – **(514) 790-1245**; outside Montreal area – **1 (800) 362-4595**).

Info for the public: www.balenblanc.com; info@balenblanc.com

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Info for the media: Paul Gilbert ☎ (514) 523-3633 📧 media@balenblanc.com