



Press release
For immediate release

**Fresh from Brussels, Thursday, April 8
Plastic Bertrand swinks at the Kink!
with an exclusive opener
for the 10th Montréal's White Party Week**

Montréal, February 25, 2004 – **Plastic** can hardly wait to get back in front of a Québec audience. More than 20 years after his last Canadian tour, the wackiest of all French rock stars will soon **return to a Montréal stage**. As the opener of the **10th anniversary** celebrations surrounding **Montréal's White Party Week**, the legendary Plastic Bertrand will offer a quirky and fresh performance at **11 p.m. on Thursday, April 8** at **Club Unity II** as part of the **Kink!** electro/glam rock night presented each week by **DJ Frigid**.

Awarded the "**Most Wanted Comeback**" honour on **MTV** in 2000, Plastic has become a true cult artist whose genius has prompted generations – and that includes the **Sonic Youths**, **Presidents of the U.S.A.s**, and **Leyla K.s** of this world – 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** in his career, Plastic didn't wait for the new millennium to come up with his own version of globalization. And why should we **stop** enjoying his work when all we want is an **encore**. Well, the couch king is back with a live performance alongside the **Couch Potatoes** which promises to be quite the raving happening.

After a number of years spent mainly as an album producer and a TV host (he **sponsored the Belgian version of Star Académie in 2002**), Plastic returned to writing and performing with the launch of his **new album, Ultra Terrestre**, at the end of 2002. For his Montréal comeback, we can expect quirkiness all-round as he'll interpret his greatest hits further to unveiling a few of his new pieces.

The ultimate new urban and electronic culture event of the spring, **Montréal's White Party Week** will celebrate its 10th anniversary from **April 8 to 12**. Exciting nights filled with music, fashion and dance will be presented as part of this gathering whose apex will be the actual **White Party**, featuring **the greatest international DJs**. Once again this year, more than **12,000 people** are expected to attend the event at the **Palais des Congrès de Montréal**.

After making the *Overdose* electro night a resounding success in 2001, DJ Frigid has started back right where he had left off with his new weekly event, **Kink!**, launched at the end of 2003. Each Thursday at Club Unity II, **Kink!** draws a crowd that is as large as it is eclectic, during a Montréal night that has quickly become one of the most anticipated.

Tickets for the Plastic Bertrand show at Club Unity II (1171, Ste-Catherine East) can be purchased for **\$12 (taxes included, service charges extra)** via the **Admission** network (514-790-1245) and at the **Records** store (1331-A Ste Catherine East).