

The main event draws over 15,000 people The 12th edition of Montreal's White Party Week enjoys a resounding success

Montreal, April 26, 2006 – After a brilliant set by New York DJ **Frankie Knuckles** provided a rousing sendoff to the event on Thursday, April 13, the **12th edition of Montreal's White Party Week** wound up on a perfect note with **more than 15,000 people** dancing the night away at the **Palais des Congrès** (Montreal Convention Centre) on Sunday, April 16. Once again, **no untoward incident** blemished the immense urban party, which was hosted by the finest international DJs. A vibrant atmosphere held sway in the two rooms decked out for the occasion, where the white-clad crowd partied in the spirit of tolerance and respect that has characterized the event since its inception. Thanks to its **security measures** and the **quality of its programming**, Montreal's White Party Week today stands out as an **event of unique scope in Canada** and in North America.

As for White Party Week's **related events**, **DJs Paulo, Alex Lauterstein, Benny Benassi, Twisted Dee, Hex Hector, Mark Falco, Claude Monnet** and several others provided the spark for several gloriously successful evenings presented over the five days of the happening. Faithful to Montreal's exceptional reputation as an entertainment town gifted with a lively night life, the springtime event attracts **a large number of tourists** and **contributes to the positive image** of Québec's metropolis beyond our borders.

Rhythms every bit a match for expectations

Visibly inspired by the incredible intensity that reigned on the dancefloor, guest DJs delivered performances of remarkable quality. **Danny Torrence** and **Alain Vinet**, to begin with, warmed up for Paris's **David Guetta**, who turned the House room environment torrid with a mix of his own hits and incandescent rhythms. At the same moment, **Marco G.** and Britain's **Nic Fanciulli** were cooking in the Techno room, followed by the Israeli duo **Infected Mushroom** who, backed by a blazing guitarist, added to the heat with an incendiary live performance and a DJ set whose energy was infectious. Preceded by the live set of singer **Yan Lavoie** and **DJ Jester**, who offered a supercharged version of the classic "Safety Dance," Montreal's **Stephan Grondin** brilliantly took over the turntables from David Guetta in the House room with a powerful mix, followed by the ever-reliable **Peter Rauhofer** and the irresistible **Deep Dish**. Worth noting was the surprise participation of Dubfire (Deep Dish), who showed up to back **Sultan** on guitar in another live show with **Martin Villeneuve** in the wee hours of the morning. Always formidable in his effectiveness, trance star **Armin Van Buuren** lived up to his fans' hopes in the Techno room before letting Montreal's **Preach** bring the proceedings to a close with a bang.

Media coverage

In the wake of the continually growing interest excited by White Party Week, **numerous media representatives** were on hand to cover this 12th edition. Besides news teams from the big television networks, also present was a Toronto-based team from the Canadian channel **BPM TV**, which specializes in electronic dance music and clubbing. There was one **false note**, however, even if obvious improvement could be observed in this regard, and that was that several general-interest networks **chose to focus heavily on the five arrests** related to drugs (including Viagra...), a ridiculous statistic given the attendance figures and the extremely strict searches participants were subject to at the door. That antiquated and sensationalistic approach had no other effect but to unduly tarnish the reputation of an event that should instead – in its twelfth year of existence – **be celebrated as a great Montreal success story**.

White Party Week wishes to thank its public, its sponsors and partners for a support as indispensable as it is valued. It's a date for the **next edition**, then, which will take place from **April 5 to 9, 2007**.

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