



**Press release
For immediate release**

UNVEILING OF THE PRIX COUP D'ÉCLAT! AND PRIX DE LA COMMANDITE LOTO-QUÉBEC FINALISTS

Montréal, September 23, 2014 – The Société des Attractions Touristiques du Québec and Festivals et Événements Québec (SATQ-FEQ) are pleased to announce the 37 **finalists** of the 14th [Prix Coup d'Éclat!](#) awards. These finalists stood out among 177 applications from 96 of the members of SATQ-FEQ. A jury composed of 6 professionals from the tourism industry and the media were tasked with analyzing the applications and choosing the finalists. These awards celebrate excellence and highlight promotional innovation and management skills demonstrated by the festivals, events and tourist attractions that are members of these two organizations.

FINALISTS FOR THE PRIX DE LA COMMANDITE LOTO-QUÉBEC

For the fourth year in a row, Festivals et Événements Québec, in partnership with Loto-Québec, will be presenting the *Prix de la commandite Loto-Québec*. This prize will be awarded to the festival and sponsor that will have stood out most in terms of quality, originality, use of sponsorship and partner benefits.

Finalists: Prix de la commandite Loto-Québec

- Zoofest and its sponsor, Scion
- Amnesia Rockfest and its sponsor, Amnesia
- The Emerging Music Festival in Abitibi-Témiscamingue and its sponsor, Hydro-Québec

GALA EVENING AND THE QUÉBECOR MÉDIA GRANT

On November 11, the winners will be honoured at a gala evening organized as part of the [Congrès des festivals, événements et attractions touristiques](#), held at the Sheraton Laval Hotel. During the evening, participants attending the banquet will get to vote for the winner of the *Québecor Média* grant, a value of \$33,500.

FINALISTS: PRIX COUP D'ÉCLAT!

Promotional Poster – budget of \$500,000 and under

- Québec en toutes lettres
- Festival du DocuMenteur de l'Abitibi-Témiscamingue
- Chant de Vieilles

Promotional Poster – budget of over \$500,000

- Les Francofolies de Montréal
- Festival des Guitares du Monde en Abitibi-Témiscamingue
- Emerging Music Festival in Abitibi-Témiscamingue

Sustainability Awareness – all budgets

- Vélirium - Mountain Bike Festival and UCI World Cup
- Festival des Traditions du Monde de Sherbrooke
- Le Rendez-vous du cinéma québécois

NEW: Development of Resident Ambassadors – all budgets

- Festivent Longue-Rive
- Amnesia Rockfest
- Mondial des Cultures de Drummondville

Radio Advertisement – all budgets

- Expo Québec
- McCord Museum
- The Plains of Abraham (National Battlefields Commission)

Volunteer Management – all budgets

- Go Bike Montréal Festival
- Festival des Traditions du Monde de Sherbrooke

Website and Strategy – all budgets

- International Balloon Festival of Saint-Jean-sur-Richelieu
- Zoo sauvage de Saint-Félicien
- Le FestiVoix de Trois-Rivières

Promotional Contest – all budgets

- Festi-Neige Sainte-Agathe-des-Monts
- Le Tour de l'Abitibi Desjardins

Television Advertisement – budget of \$500,000 and under

- Festival de films de Portneuf sur l'environnement
- Le Festif de Baie-Saint-Paul
- Foire gourmande de l'Abitibi-Témiscamingue et du Nord-Est ontarien

Television Advertisement – budget of over \$500,000

- Aquarium du Québec
- Les Rendez-vous du cinéma québécois
- Emerging Music Festival in Abitibi-Témiscamingue
- Citadelle de Québec - Musée Royal 22^e Régiment

Best Reception at a Tourist Attraction or Corporation – all budgets

- Verger Labonté
- Bota-Bota, spa-sur-l'eau
- Complexe Capitale Hélicoptère

New Product or Original Activity – Festival

- Festival des Fromages Fins de Victoriaville
- Pentathlon des neiges
- Fête nationale du Québec

New Product or Original Activity – Tourist Attraction or Corporation

- Parc de la Gorge de Coaticook
- Parc régional de la rivière Gentilly
- VéloVolant

Tourism Development Project – all budgets

- German Christmas Market, Québec
- Bota-Bota, spa-sur-l'eau
- Foire gourmande de l'Abitibi-Témiscamingue et du Nord-Est ontarien

SATQ-FEQ would like to thank the event sponsors and partners:

Québecor Media, TVA, TVA Accès, Loto-Québec, Investissement Québec, RÉMI, Direct Impact, Lumière Magique, Solisco printers, Tonik Groupimage, Groupe ABP, DAA Stratégies, the SAQ and Québecvacances.com.

About SATQ-FEQ

Founded respectively in 1975 and 1992, Festivals et Événements Québec and the Société des Attractions Touristiques du Québec are two non-profit organizations whose mission is to bring together Quebec festivals, events and tourist attractions, to promote them, to represent them with various authorities, and to offer services that enhance their development.

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For more information, photos or an interview, please contact:

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