

For immediate release

**Launching of *montreal.ad* and the YUL-LAB laboratory  
Mayor of Montréal supports initiative to benefit local creativity**

**Montréal August 25, 2009** – Montréal Mayor, Gérald Tremblay, today attended the launching of *montreal.ad* and the YUL-LAB, which was held at the Society for Arts and Technology (SAT), giving his support to a rallying initiative by the Association of Quebec Advertising Agencies. The Association's mission is to promote Montréal as a unique creative space where advertising people have the opportunity to develop relationships and share ideas with the rest of the world.

"Montréal is pleased to support this original project, which combines all the elements for a successful endeavour and positions the city internationally in the field of artistic advertising," said Mayor Gérald Tremblay. "In fact, this project breaks new ground with an original approach to test marketing, while promoting, both here and abroad, the creative potential found in Montréal and the rest of Québec. This tremendous asset sets us apart from other cities of the world, as well as contributes significantly to the emergence of creative and strategic-minded advertising professionals, who are our city's ambassadors," added Mayor Tremblay.

Phase 1 of the project led to the creation, last January, of the *montreal.ad* virtual portal, which brings together some 60 agencies. This portal is dedicated to promoting the advertising talent found in Montréal and elsewhere in Québec. Phase 2 will introduce the YUL-LAB experimentation laboratory, which is designed for international advertisers and to develop new advertising models for exporting.

"Launching *montreal.ad* at the SAT did not happen by accident. Both organizations enable the local creative community to express itself freely as well as promote world-unique talent combinations. This is why I support the Association of Quebec Advertising Agencies' innovative project," added Catherine Sévigny, member of the Montréal Executive Committee responsible for culture, who also attended the event.

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Source: Martin Tremblay  
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