

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



ALIVE 375

MONTREAL BIRTHDAY CELEBRATIONS

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

2017 promises to be a year of festivities. As Canada marks 150 years of Confederation, Montreal celebrates its 375th birthday, the 50th anniversary of Expo 67 and the first Canada Pride in Montreal. From August 11 to 20, the city will come alive with events, projects and initiatives that celebrate its history, heritage, art and culture, youth and diversity.



GOING LIVE IN PRINT AND ONLINE:
AUGUST 11, 2017

GET INVOLVED BY:
JUNE 30, 2017

MATERIALS DUE:
AUGUST 4, 2017

Proposed editorial highlights:

VIBRANCY. We explore Montreal's reputation for being a multicultural, diverse and trailblazing metropolis, and some of the new and exciting trends originating there.

PROJECTS AND EVENTS. We profile signature projects by historians and heritage activists and events that are part of the celebrations.

PARTNERS. What are the key organizations, corporations and businesses that are helping to amplify the impact of Alive 375?

EDUCATION. We highlight Montreal's esteemed educational institutions and their contribution to the city's vibrancy.

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3.6 million

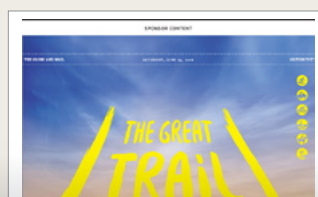
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NEXT STEPS? Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at rdeacon@globeandmail.com

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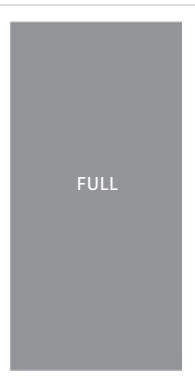
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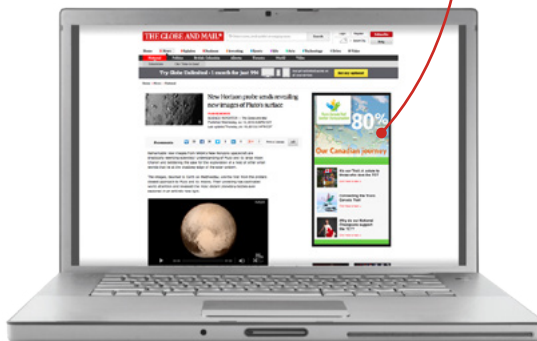


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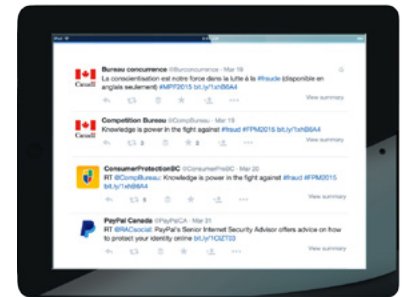


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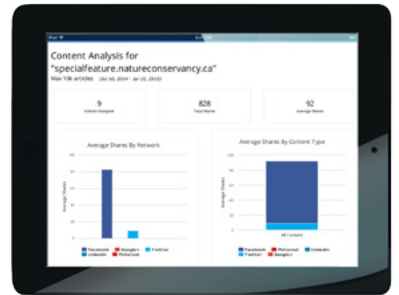
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