



**NEWS RELEASE  
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## **THE 31<sup>ST</sup> EDITION SWEEPED THE FESTIVAL TO THE NEXT LEVEL**

**Gatineau, September 3, 2018** – The biggest festival in the Outaouais turned another page in its history as its 31<sup>st</sup> edition came to a close. While Mother Nature may have been up to some of her old tricks, festivalgoers will surely remember it for something quite different.

“Several new activities were offered up at parc de la Baie, and judging from the attendance figures, the organizers hit the nail on the head. Festivalgoers asked for something new, and that is what they got in 2018 with the evasion games, the Arbraska zipline, the skateboarding demonstrations and initiations, the retro-techno zone and the early morning yoga,” happily reported Board of Directors President Stéphane Riel.

While the hot air balloon flights were derailed more often than we would have liked (we managed to have one free flight, one tethered flight, and two night glows), the hot air balloons were still very much at the heart of the evening’s magic during the silent DJ events, another tremendously popular new activity. The sight of the burners firing to the rhythm of the music was something to behold, along with the hundreds of people of all ages dancing throughout the lift-off area.

“On the artistic side, we were ever so proud to present the dynamic energy of young people such as Charlotte Cardin and Hubert Lenoir! As always, the comedy gala and shows drew the crowds. Just as the spirit of Pink Floyd (and Syd Barrett) hovered over the site on the Thursday evening during the presentation staged by Richard Petit, that of Gerry Boulet was very much alive during the show performed by his son Justin, along with France Castel, Mario Saint-Amand, Marjo, Breen LeBoeuf and Roxane Bruneau, as a vibrant tribute to the cult album *Rendez-vous doux*. And what better way to wrap up the Festival than with the ephemeral duo of Chicane and Kaïn, or even that of Vincent Vallières and Patrice Michaud, not to mention the surprise appearance by Yann Perreault!” enthused the FMG’ ever-engaging spokesperson, Patrice Bélanger. A new tradition was also born with the late afternoon get-togethers under the Family Stage big top: comedy, hip-hop, and the open mic attracted crowds of all ages.

There were several touching moments over the long weekend, not the least of which was when Roxane Bruneau generously stayed for an additional 90 minutes to meet her many fans after her show on the Hydro-Québec Stage, or the next generation of artists from Gatineau who outdid themselves day after day.

Our event’s unique atmosphere can most surely be defined by the sense of connection among the different parties, including the festivalgoers, RVers, artists and partners!

Go mark it on your calendar right now: the 32<sup>nd</sup> edition of the Gatineau Hot Air Balloon Festival presented by Loto-Québec in collaboration with Desjardins will run from August 29 to September 2, 2018!

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