

MISSION ACCOMPLISHED FOR THE FMG MICRO-SERIES!

8
sept.

2020

Gatineau – Labor Day weekend is usually when is held the biggest summer event in the Outaouais, the Gatineau Hot Air Balloon Festival presented by Loto-Québec in collaboration with Desjardins. This year, amidst a global pandemic, the organizers had made the bold decision to spread their programming throughout the month of August, creating four distinct events, each representing a part of its DNA.

The FMG Micro Series kicked off on August 15 with *Illumination*. Organized in collaboration with the Casino Lac-Leamy Sound of Light, more than 12,000 pyrotechnic effects were deployed in the skies over Gatineau, from 8 launch sites located in all sectors of the city. A free event, it reached over 66,000 people on social media and tens of thousands of residents who watched the show from the comfort of their backyard. The Micro Series continued with the concert *À partir de maintenant*, featuring 25 artists from the region, the *Magical Morning* with Daniel Coutu and the traditional *Comedy Gala*.

“Our objective was to entertain our festival-goers and our community, while keeping our team, our suppliers and our artists working in this very difficult year. Mission accomplished: **35** artists, **112** volunteers, more than **106** partners and **80** cultural and eventmental workers contributed to the success of the Micro Series events. We have developed lasting relationships with new partners, whether with the Maison de la culture or with the Casino Lac-Leamy Sound of Light. It was a win-win situation for all involved: our event, our community and our region! » says Sandra Cloutier, Executive Director of the FMG.

Patrice Bélanger, recipient of the Jean Boileau Prize

The FMG took the opportunity at the Comedy Gala to present the annual Jean Boileau Prize to its spokesperson for the past 12 years, Patrice Bélanger. This award recognizes the work of a person who marked the Festival through their dedication and involvement. “The love story between Patrice Bélanger and the FMG is nothing new! Even as a student, he was very tenacious and convincing. He would come to me year after year with his microphone and his media accreditation to do interviews for the radio and the student newspaper. Many years later, despite his brilliant career, he has managed to maintain his dynamic personality, his enthusiasm and his keen interest in the event that is the pride of Gatineau residents, all while promoting it with his new microphones ... ” explains Jean Boileau, founder of the Gatineau Hot Air Balloon Festival and Director of Communications for the City of Gatineau.

The Festival would like to offer a heartfelt thank you to its loyal partners, namely the City of Gatineau, Canadian Heritage, Loto-Québec, Desjardins, Hydro-Québec and the SAQ, all of whom allowed the FMG Micro-Series to come to life. “We are happy to continue our long-standing collaboration with the FMG, which continues to bring Quebecers together despite the exceptional circumstances. Loto-Québec proudly supports the initiatives of this major and promising event for its region. Hats off to the organizers, artists and artisans

who have reinvented themselves to present a series of cultural events adapted to the current situation! " emphasizes Eric Meunier, Director of responsible gaming and societal engagement at Loto-Québec.

Although the virtual FMG has reached nearly 450,000 people on its various platforms, the whole team is eager to meet its 200,000 festival-goers in the flesh at parc de la Baie from September 2nd to 6th, 2021.

Informations :

Michelle O'Neil
Directrice des partenariats
Phone number : 819.743.7200
Email : oneil.michelle@montgolfieresgatineau.com

