



For immediate release

Gatineau Hot Air Balloon Festival A 38th EDITION OF CELEBRATION!

Gatineau, 2025 - The 38th edition of the Gatineau Hot Air Balloon Festival once again confirmed its status as a must-attend event in Quebec. For five days, from August 27 to 31, 2025, La Baie Park came alive with shows and a festive atmosphere that delighted festivalgoers of all ages. Starting on Wednesday, the celebration was in full swing with five consecutive evenings of performances featuring international artists, major headliners, and emerging talents.

GROWING ENTHUSIASM

The organization is pleased to have welcomed large crowds each evening and estimates a total attendance of 200,000. The festivalgoers greatly appreciated the newly redesigned site, which allowed everyone to enjoy the shows in their own way. The Festival has once again strengthened its position and reputation as a major cultural and tourist event in Quebec and the Outaouais region.

A DIVERSE AND MEMORABLE MUSICAL LINEUP

This year's edition featured more than 30 performances across 4 stages. From pop to country, comedy to rap, the FMG delivered unforgettable moments to its audiences.

The Loto-Québec Main Stage hosted Éric Lapointe and Justin Legacy on opening night, a resounding success for this new kickoff day. On Thursday, festivalgoers braved the rain to celebrate with Flo Rida and Sarahmée. Friday showcased TALK's unique universe and an exclusive performance by Roxane Bruneau, followed by a festive Saturday with *Les BB* by Ludovick Bourgeois and 2Frères. Finally, Alessia Cara and Marie-Mai brought the event to a spectacular close on Sunday!

On the Hydro-Québec Stage, audiences enjoyed performances by William Cloutier, QW4RTZ, Star 80's, Fuso, Mia Kelly, and Ghys Mongeon, as well as the comedy gala hosted by Mélanie Couture and featuring Dominic Paquet, Pierre Hébert, and Maude Landry. Among the standout moments was the concept show *Entre elles*, which brought together Romie Lacasse, Sofia Duhaime, Marie Laperle, Mirani Coehlo, Ange-Élie Ménard, and Samantha Neves, accompanied by Andréanne A. Malette. This unique collaboration highlighted the richness and vitality of francophone music through the exceptional voices of these women.

The FMG Late Nights were once again a hit, with large crowds gathering at the Extra Stage for performances by Jay Scøtt, Rainbow, Danick Bastien, and ANYMA ORA'.

Families also enjoyed children's shows featuring Arthur L'aventurier, Daniel Coutu, Bam Percussion, and Yannick Bergeron. Afternoon programming included Boogát, Véronique Labbé, Sugar Crush, and Maple Whiskey, performing on the Extra Stage and the Le LAIT Stage.

FAMILY-FRIENDLY ACTIVITIES

The Festival stood out with a wide variety of activities: the *Michel Quesnel, Pharmacist Fireworks Show*, Beauce Carnaval amusement park, family zones, and diverse entertainment all contributed to a unique atmosphere. The new immersive experience ORIZON, developed by 4elements in collaboration with Tourisme Québec, Tourisme Outaouais, and Desjardins, sparked curiosity and quickly became one of this year's main attractions.

Despite challenging weather conditions for hot air ballooning, a few clear skies allowed for 4 flights and 3 night glows, enchanting both young and old.

\$15 MILLION IN ECONOMIC AND TOURISM BENEFITS

The organization generated significant tourism, cultural, and social benefits for its region and estimates significant economic benefits of \$15 million.

A COLLECTIVE SUCCESS

The success of the FMG relies on teamwork: **more than 250 partners, 80% of them local, along with the outstanding contribution of over 1,350 volunteers.** This edition's success is the result of relentless teamwork and the collaboration of all stakeholders.

"The FMG is the result of an incredible collective effort. We extend our heartfelt thanks to our partners, collaborators, and volunteers who make this adventure possible year after year," said Marie-Chantal Giguère, Chair of the FMG Board of Directors.

The 39th edition of the Gatineau Hot Air Balloon Festival will take place from September 2 to 6, 2026.