



PRESS RELEASE
For immediate release

**The Montréal Museums Society Encourages Everyone
To Come out for the 30th Annual Montréal Museums Day
Sunday, May 29**

Montréal, May 12 – Sunday, May 29 will be the 30th anniversary of Montréal Museums Day. This essential springtime event is organized by the Montréal Museums Society and presented by Québecor in co-operation with the Société de transport de Montréal (STM) and several other partners. Free shuttles will be running on five routes specially designed for the event, taking visitors to the 36 participating museums. And with the popular *Discover the Museums of Paris with Transat* contest, some lucky person will win a trip for two to Paris, another city with lots of museums!

30 YEARS, 30 AMBASSADORS

Thirty ambassadors are saluting the city's museums to mark the 30th Montréal Museums Day – along with the organization representing Montréal museums. For the first edition of this special event organized by the Board of Montréal Museum Directors (now the MMS), back in 1987, four STM buses shuttled visitors to 11 museums. Today, a fleet of 38 buses will be criss-crossing Montréal en route to no fewer than 36 participating museums. "Year after year, this key event is always a great success," says Manon Lapointe, Executive Director of the MMS.

These 30 ambassadors, some of them famous and others less so, hail from many different backgrounds: author Rafaële Germain, singer and radio host Marc Hervieux, biochemist Richard Béliveau, and 27 other individuals. They were all delighted to share their love of Montreal Museums in short but entertaining video clips, which will be published as a mosaic on the museesmtl.org website and on social media, starting at 1 p.m. today.

Members of the public can become ambassadors, too! Everyone can share their love of Montreal Museums on social media, using the #JDMM2016 hashtag.

CELEBRATIONS ON THE PROMENADE DES ARTISTES

The Promenade des Artistes in the Quartier des spectacles will be hosting all kinds of special activities this year. "We are very pleased to be putting on the very first edition of **MTL Museums: The QUIZ** this year, a giant quiz hosted by **Randolph Pub Ludique** that is sure to be fun for all ages," Ms. Lapointe adds. "At noon, the **AVATAQ Cultural Institute** will be presenting two throat singing performances by Nunavik Inuit artists **Pauyungie Nutaraaluk** and **Beatrice Deer**. You can also get a souvenir of your day at the **NEWLOOK Museums Day** photo booth. And if you're feeling creative, join the artists-mediators from the **MU** group to help make a group mural.

OVER ONE HUNDRED EXHIBITIONS AND ACTIVITIES TO DISCOVER

Two new institutions will be taking part in Montréal Museums Day for the very first time: the UQAM gallery and the TOHU. The famous Hetep Bastet mummy will make a very rare appearance at the UQAM gallery, and the highlights of circus arts collections will be waiting for you to admire at the TOHU.



Once again this year, there will be over 100 activities and exhibition at the 36 participating museums. There will be something for everyone, whether their interests lean toward history, art, science, archaeology, architecture, fashion, nature, film or other disciplines.

The complete program is available online at museesmtl.org. The Musées MTL iPhone app also lists the participating museums with “MMD”.

FIVE STM SHUTTLE ROUTES AND FREE BIXIS ALL DAY LONG

The meeting point for the shuttle buses provided free of charge by the STM will be on the Promenade des Artistes, in the heart of the Quartier des spectacles. The buses will run continuously from 9 a.m. to 4 p.m. (last departure from the Promenade des Artistes).

Bike-riding visitors are sure to appreciate the new offer from BIXI. With this Montréal Museums Day, BIXI will be introducing “Free BIXI Sundays”! BIXI stations near museums are shown with a special symbol in the MMD brochure. See the BIXI website for complete details.

Thank you to our partners!

Montréal Museums Day is made possible with the support of many partners. The Montréal Museums Society wishes to thank the Agreement on the cultural development of Montréal between the Ministère de la culture et des communications du Québec and the Ville de Montréal, Québecor, the STM, the Conseil des arts de Montréal, Transat, the Quartier des spectacles, Destination Centre-ville, Publicité Sauvage and numerous others.

About the Montréal Museums Society

The Montréal Museums Society – formerly the Board of Montréal Museum Directors – currently represents 41 museums in Greater Montréal. Its mission is to boost the visibility of Montréal's museums by promoting their activities and defending their interests, and by encouraging communication, mutual assistance and collaboration among its members with a view to making culture accessible to the widest possible audience and helping Montrealers take ownership of their museum heritage.

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Information, interviews

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Social media

Official hashtag: #MMD2016

Facebook: Musées Montréal

Twitter: @MuseesMontreal

Instagram: museesmontreal