



PRÉSENTÉ BY



## LUNE ROUGE TO BE OFFICIAL PRESENTER OF HUB MONTRÉAL

**Lune Rouge and HUB Montréal:  
two missions, one shared vision**

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**Montreal, August 30, 2017 – HUB Montréal** is happy to announce that Lune Rouge will be acting as official presenter of the first edition of this major international gathering of the creative industries. The event is set to take place from November 8 to November 18, 2017, as part of Montreal's 375th official programming. The partnership between these two budding organizations dedicated to the development and promotion of Montreal's digital creativity was organic and will allow both entities to continue helping local talent shine on an international level.

“In 2012, during the Grand Rendez-Vous Montréal Métropole Culturelle that took place at TOHU, when I was announcing for the very first time my intention to create HUB Montréal, I never would have imagined that the Lune Rouge Creative Hub project would be launched the very same year as HUB Montréal. No doubt the universe was already hard at work, making sure this partnership would one day come to be. Not only is it an honour, but it's an extraordinary opportunity, for us to partner with Lune Rouge and work towards fostering Montreal's international outreach.”

Sébastien Nasra, Innovator, HUB Montréal and Founder and President, Avalanche Prod.

“Lune Rouge and HUB Montréal share a common vision when it comes to developing Montreal's innovative centre. The Lune Rouge Creative Hub project, which is slated to be launched within the next few months, as well as this partnership, are both stepping stones towards supporting and encouraging the abundance of talent our city has to offer,” explains Nadine Gelly, Executive Director of Lune Rouge Creative Hub.

“HUB Montréal will bring together talented entrepreneurs and creative minds dedicated to helping our local success stories shine internationally. This philosophy fits perfectly with the mission and values we have here at Lune Rouge,” adds Alexandre Amancio, Chief Creative Officer at Lune Rouge.

More details and information on HUB Montréal, including its activities and conferences, will be unveiled in September at [hubmontreal.com](http://hubmontreal.com).

**About HUB Montréal** Chosen in 2014 from among the numerous ideas submitted as part of the call for projects for Montreal's 375<sup>th</sup>, HUB Montréal, founded by Avalanche Prod, aims to strengthen Quebec's creative potential by building an international platform on which local talent can shine. Its mission: to promote the know-how and expertise of businesses and creators in the industries of digital creativity and technological arts. The first edition of the HUB will offer a series of activities and meetings at the intersection of various creative ecosystems, including: virtual and augmented reality, films and special effects, video games, music and sound, multimedia projects (interactive and immersive) and experiential marketing.

**About Lune Rouge** Founded by Guy Laliberté in 2015, Lune Rouge is primarily dedicated to contributing to our city's innovative, creative and entrepreneurial spirit. The organization provides support and financing to projects in the technology, arts, entertainment and real estate sectors that have positive social and environmental impacts.

**About Lune Rouge Creative Hub** Lune Rouge Creative Hub's mission is to bring together talented entrepreneurs working in the fields of content creation and innovative technology in the entertainment industry. It aims to develop and promote innovative projects and start-ups in these fields, both in Quebec and around the world, providing the necessary resources in an eclectic environment to help bring to life world-class projects and technologies.

**About Avalanche Prod** Founded in 1994 by Sébastien Nasra, Avalanche Prod specializes in cultural events architecture and production. Its mission is to provide cutting-edge expertise in crafting and delivery top-quality festivals and conferences (B2B and B2C), as well as innovative initiatives to export creative talents internationally. Its event portfolio includes M for Montreal (12th ed., Nov. 16-19, 2017), Mondial Montréal (7th ed., Nov 15-18, 2017), OUMF (7th ed., Sept. 6-9, 2017) and the new initiative HUB Montréal (1st ed., Nov. 8-18, 2017).

**About the Society for the Celebration of Montréal's 375th Anniversary** The Society for the Celebration of Montréal's 375th Anniversary is a non-profit organization whose mission is to organize the celebrations and socioeconomic contributions that will mark Montréal's 375th anniversary in 2017. With a focus on promoting Montréal expertise, it acts as a catalyst for local forces in carrying out its mandate: to mobilize the community, implement a funding strategy, rigorously manage public funds, develop quality programming and ensure the visibility of the celebrations.

The Society benefits from the support of the Ville de Montréal, the Québec government, the Canada government and private funding from 12 Great Montrealers. For more information, see <http://www.375mtl.com>

You can find all our press releases and additional pictures and videos in our virtual press room. Get all the latest news in real time on our Twitter feed: @375Mtl.

Follow us on **Facebook**.

To learn more about the contribution of the Québec government to Montréal's 375th Anniversary celebrations, [click here](#).

- 30 -

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