



**Nadine Marchand joins La TOHU to work on the new
Festival international des arts du cirque de Montréal**

Montreal, September 16, 2009 – La TOHU general manager Stéphane Lavoie is pleased to announce the appointment of Nadine Marchand as project director for the Festival international des arts du cirque de Montréal. This new event will be an international celebration geared toward local audiences, tourists and circus professionals alike. The first edition is planned for next spring or summer, and the Quebec circus arts sector will be consulted shortly, along with the Montreal culture and tourism community.

A professional who has been working on the cultural scene in Montreal since 1980, Nadine Marchand has an impressive track record. She made her mark in the marketing, communications and international development service at the Théâtre du Nouveau Monde from 1993 to 2006, playing a key role in the expansion and growing influence of this seminal institution in the wake of its revival in 1997. Her other accomplishments include the creation of innovative communications campaigns and the development of strategic partnerships. At the TNM, Marchand also actively contributed to private fundraising activities. After leaving the TNM, she worked on international development for La La La Human Steps.

Nadine Marchand is especially pleased to be delving into the circus world and working with the La TOHU team on the enormous challenge of preparing for this first Festival in Montreal.

The entire team at the Cité des arts du cirque joins the La TOHU team in congratulating the new director of the international circus arts festival and in wishing her every success as she takes on this new challenge.

La TOHU...Circus, earth, people

La TOHU, la Cité des arts du cirque, embraces the triple mission of making Montreal one of the international capitals of the circus arts, actively participating in the rehabilitation of the Saint-Michel Environmental Complex (former the Miron Quarry) and supporting the revitalization of the Saint-Michel District in Montreal. It was founded jointly by the École nationale de cirque, En Piste – the Quebec circus arts network – and the Cirque du Soleil. After creating the Fête Éco-Bio Paysanne for the Earth component and FALLA for the People component, the launch of this festival closes the loop of its three-fold mission with the Circus component.

La TOHU receives support from the SSQ Financial Group (its principal partner), the Quebec Ministry of Culture, Communications and the Status of Women, the Quebec Ministry of immigration and Cultural Communities, the City of Montreal and the Canadian Heritage Ministry, as well as from *La Presse*, *Métromédia Plus*, the Admission Network, Uranium Interactive, Univins, Les Brasseurs RJ and Four O'Clock Teas.

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Media Relations: Honorine Youmbissi
Public Relations Officer - La TOHU
514 374-3522, extension 2229
honorine.youbmissi@tohu.ca