

## The main event will be taking place on Sunday, April 4, at Palais des congrès **The 16th edition of Montreal's White Party Week will be rich in strong emotions!**

Montreal, March 19, 2010 – Action won't be in short supply at the **16th edition of Montreal's White Party Week**, which will be in full swing from **Thursday to Monday, April 1 to 5**. In addition to **Bal en Blanc** itself, which returns on **Sunday the 4th** at **Palais des congrès** with an explosive selection of international DJs and artists, Montreal nights will throb to the rhythm of **various special events** (including **Tiësto!**) programmed over the **five days** of the clubbing party par excellence. Faithful to a reputation that reaches far beyond our borders, the night of **Bal en Blanc** itself will be welcoming an elite of **trance** and **house** with the coming of **David Guetta, Ferry Corsten, Infected Mushroom, David Morales, Markus Schulz, LMFAO, Sander Van Doorn, Kaskade, Sied Van Riel, Ana Paula, Cesar "Bass" Romero** and others. In all, **15 hours** without a break of music and dancing will be on offer – **from 9 p.m. until noon the next day – including bar service with alcohol offered until 3 o'clock** in the morning.

The atmosphere promises to be especially electrifying for this edition, with its **theme "Blanche and her six buddies, male and female"**: it's all about transforming the white tide into thousands of Princes Charming and princesses waiting only to be awakened. Never seen before in North America, the stage mega-structure of the **Godskitchen Boombox** will take its place alongside **sophisticated lighting** and various **layouts** in creating an unprecedented visual environment. **More than 15,000 people** are once again expected at what now constitutes not only the preeminent festive event of springtime in Montreal but **one of the most striking manifestations of the genre in North America**. For a number of years, **Bal en Blanc** has attracted many visitors from the rest of Canada, the United States and Europe, captivated by the inimitable ambiance and the openness to diversity that are special to the event.

### **A powerful, balanced lineup**

Talent will be in plentiful supply in the **two immense rooms** at **Bal en Blanc**, laid out within the confines of Palais des congrès and devoted respectively to **house** and to **tech/trance**.

Montreal DJ **Etienne Osborne** will have the honor of opening the **House room**, a prelude to the coming of Chili's **Cesar "Bass" Romero**, well known to the Montreal crowd for his residency at the after-hours Red Lite. Up next will be the delinquent **live performance** of **LMFAO**, who are riding a wave of popularity at this time, having been conscripted by none other than the Black Eyed Peas to open for them on their new tour: shot of adrenalin guaranteed. And meaning the table will be well set for the entrance on stage of one of current pop's most influential figures in the person of **David Guetta**, incontestably the most popular house producer and DJ on the planet, and a favorite of **Bal en Blanc** regulars, who celebrate each of his stopovers on Montreal soil for all they're worth. This new visit will be an opportunity to discover the galactic presence of **Kryoman**, a being that's a show in itself and who'll be appearing alongside Guetta. In his first visit to the Bal, the veteran **Kaskade** will next take over the reins with his deep electro house, which should prove to be a sensation in the wee hours. And the dancefloor won't get any time off with Brazil's **Ana Paula** around, back after lighting up the room last year with her sunny, energy-filled rhythms. For a windup to the party that spells intensity, legendary New York DJ **David Morales** will take the wheel at 9 a.m. to pilot the party until noon with his hot and irresistible brand of house.

The **Tech room** won't be lagging behind, with the presence of Montreal's **Wizz and Insomnia**, who'll be kicking off the Bal there with a barrage of rhythms presented **tag team** style. Then it will be time for the Montreal public to reunite with one of its favorite bands: **Infected Mushroom** will be on hand to serve up a new **live show** as lively as only those born for the stage can do it. The excellent **Sander Van Doorn**,

now ranking among the leaders of DJ Mag's famous Top 100, will begin the Dutch segment of the trance component with his blend of tech, electro and progressive sounds before giving way to his compatriot **Ferry Corsten**, irrefutably one of the most prominent figures on the electronic dance music scene as this new decade begins. Living proof that trance isn't created only in Europe, American **Markus Schulz** is one of today's most celebrated representatives of the genre. He returns to bewitch us for a second year in a row to keep the magic going. To wind up with a bang, new Dutch prodigy **Sied Van Riel**, described as the "hottest producer of the moment" by no less than Tiësto, will make a first and eagerly awaited visit to Bal en Blanc.

### **Related events: the party will rage from Jonquière to Ottawa**

Like branches of Bal en Blanc itself, a number of special events fuel the party throughout Québec **from mid-March to April 5**. Once again this year, the list of evenings and DJs involved will be the guarantee of a spring that gets off on the right foot.

#### **Friday, March 19 - Noche Blanca in Quebec City**

Following on the presentation of *Carte Blanche* with Cesar "Bass" Romero at Club Dagobert on March 11, *Noche Blanca* will be rocking the **VIP Lounge** in Ste-Foy to the sound of former *Le Loft* participant and DJ **Arcadio Marcuzzi** and **Happy Gusto**.

#### **Saturday, March 27 – White House in Ottawa**

The federal capital will be letting its hair down to the rhythms of **Mike Emvee**, **Zoltan Kontes**, **Chris Girard** and several others at **Lotus Lounge** and at the **after-hours Sunrise**, which are morphing into *White House* for the occasion.

#### **Sunday, March 28 – Super evening with Tiësto at Time Supper Club**

Imagine clubber paradise, and that's what you'll find at this highly exclusive event as planetary star **Tiësto** performs in the intimate setting of the **Time Supper Club**. Will you be among the privileged few who experience this one-of-a-kind event?

#### **Wednesday, March 31 – White Noise at the club Cavo**

A new address for White Party Week, Cavo in Old Montreal is joining the festivities in fine fashion by hosting Tone Depth and Cesar "Bass" Romero in a club evening filled with promise.

#### **Thursday, April 1**

#### **Release of the official White Party Week CD – Yinon Yahel at the club Unity**

Co-producer of many hits by his compatriot Offer Nissim, Israel's **Yinon Yahel** is also a formidably effective DJ. And he's proving it once more by creating the new White Party Week mix compilation: **White Is Pure 9**. What better way to launch the Week than the **release of the album** in question in the feverish surroundings of **Unity**?

### **Nuit Blanche at Red Lite**

An important partner in White Party Week for a number of years, the **Red Lite** naturally joins the party with *Nuit Blanche* featuring American DJ **Robbie Rivera**, head man of the famous **Juicy Music** label, an essential reference in the world of house. He'll be ably assisted on this occasion by **Uppercut**, **Patrick Dream** and **Steve Aries**.

### **Whiteout at Circus**

Much admired by the cognoscenti, the German duo **Inpetto** are also a favorite of the biggest names like David Guetta and Axwell, who appreciate the painstaking care that goes into their progressive house. Brothers **Marco and Dirk Duderstadt** will be a sure smash at **Circus** in the company of **Scott James**.

### **Friday, April 2 – White Infinity in Jonquière and La Vie en Blanc at Stereo**

Montreal and Jonquière will be dancing to the rhythm of White Party Week when **Gervais Shaink** and **Olivrez Style** take over the DJ booth at the **after-hours Infinity** in the Saguenay while Dutch star **Seinder Kleinenberg** will be offering a **DVDDJ set** as part of *La Vie en Blanc* at the legendary after-hours **Stereo**, accompanied by **Ned Shepard**.

### **Monday, April 5 – The after –Bal en Blanc Off White at Parking**

To keep the ball rolling to the right rhythm, diehards are invited to Bal en Blanc's **official after**, which will be starting **at 3 p.m.** at the club Parking with New York house master **Victor Calderone**, back with us after closing the 15th edition of the Bal in grand style last year. This will also be an opportunity to hear **Steve Aries**, **Erik El**, **Bruno Brown** and the duo **Paskal & Vesselinov**.

### **Oops...my tickets!**

Don't delay in getting your tickets for the 16th Bal en Blanc, as these are going very quickly. VIP tickets are already sold out, and **regular tickets** are now being offered at a price of **\$110 plus fees** for police and box office (taxes included).

Tickets are available on the **Web** and by **telephone** at **balenblanc.com (1.888.418.7763)**, as well as at the usual network of **specialty points of sale**. For the complete list of sales points and all information relevant to Montreal's White Party Week, the public is invited to visit the website **productionsplayground.com**.

**Info for the public:** productionsplayground.com, Facebook: BAL EN BLANC 2010, 16<sup>E</sup> ÉDITION / Myspace: myspace.com/balenblanc / Twitter: twitter.com/balenblanc / E-mail: info@productionsplayground.com