

New website, revamped magazine and “green” theme Montreal’s White Party Week is pulling out all the stops for its 15th anniversary

Montreal, March 11, 2009 – In less than a month – from **Thursday, April 9 to Monday, April 13** – Montreal will thrill to the rhythm of the celebrations of the **15th anniversary of Montreal’s White Party Week**, an event that has become one of springtime’s most important social and urban manifestations. A number of initiatives have been put in place to mark the occasion, beginning with the adoption of a **“green” theme**, in line with which the organization undertook a complete review of its practices with a view to reducing its ecological footprint. For one thing, the new **official 50-page magazine**, presenting a graphic design inspired by **scrapbooking**, is printed on **paper made from recycled fiber** and distributed free of charge throughout the Montreal area. Bal en Blanc organizer **Playground Productions** recently put on line its brand **new website**, featuring all the information about the event as well as about the production company’s other annual activities.

Entire programming for the 15th Bal en Blanc unveiled

Partying promises to be intense at the **15th Bal en Blanc**, which will be taking place, as tradition demands, on **Easter Sunday (April 12)** at **Palais des Congrès**. A blend of prominent figures from previous editions and new DJs for attendees to discover, the anniversary programming brings together **Armin Van Buuren, Above & Beyond, Markus Schulz, Roger Shah** and **Insomnia** in the Tech room, while **Offer Nissim, Axwell, Deadmau5, Victor Calderone, Ana Paula, Uppercut** and **King Louis** will be performing in the House room. In addition, Brazilian singer **Amanda** and Montreal’s **Lavoie** will do the **15th-anniversary theme song** as a duo to music composed by **Steve Aries aka Jester**. A varied programming of **related events** will round off the festivities from Thursday to Monday, April 9 to 13.

To avoid congestion and waiting at the Palais des Congrès entryway for Bal en Blanc, the organizers have come to an **agreement** whereby a **greater proportion of the rented spaces** can effectively be **converted and used** while the event takes place. A **higher number of security agents** will also be assigned to **searching** in order to **speed up access** to the rooms.

A completely renovated website

To more closely reflect all its activities, which now comprise several large-scale events throughout the year, Playground Productions recently put on line an entirely rethought-out website. In addition to providing a more dynamic **visual impression**, **productionsplayground.com** offers **friendlier access** to all the information on upcoming events, right on its home page. The **Photos** and **Videos** sections, meanwhile, allow users to trace the evolution of the productions offered over the years. Finally, the addition of the **forum** and the creation of a **virtual community** will soon bring an interactive Web 2.0-oriented dimension.

Bal en Blanc goes green

Various initiatives have been put in place to **reduce the environmental impact** of White Party Week. For instance, printed on more ecological paper, the **magazine** is now being distributed in smaller quantities in order to promote the use of a new **electronic version**, accessible on the **website**. As for the event itself, several approaches have been modified. It begins with the **recycling** of the roughly **50,000 bottles** and containers of water, juice and energy drinks consumed during the Bal, not counting plastic glasses. The use of less energy-consuming **lighting systems** is also part of the measures adopted, as is the choice of recyclable materials for **decorations**. The day-to-day administrative practices of Playground Productions have also been reviewed – in particular at the level of **recycling** and **energy savings** – to render these less damaging to the environment.

Tickets, while there's still time...

As all the **reduced-price and VIP tickets** for Bal en Blanc have **sold out**, it is highly recommended **not to delay** in acquiring regular-price tickets. These are currently on sale at a price of **\$105** (+ \$4 police service fee + \$2 box-office fee + service charge - taxes incl.) on the Web at **wantickets.com/canada** (by phone at **1-877-449.0446**) and at the usual network of **specialty sales points**. It is important to note that the price of tickets will be higher at Palais des Congrès the night of the event.

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