



**News Release  
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## **Montréal Botanical Garden honoured once more for its 75<sup>th</sup> anniversary celebrations**

MONTREAL, May 6 - The Montréal Botanical Garden, a Grands Prix du Tourisme québécois Gold winner in 2007, was also honoured last Friday for its entire 75th anniversary celebrations program. Following on its recognition last March as a Regional Award recipient, the Botanical Garden was presented with the Gold award this year, at the Grands Prix du tourisme québécois national gala, in the "Tourist attractions - 100,000 or more visitors" category.

"I am even more pleased to highlight the excellent work done by the entire Botanical Garden team. The Montreal Botanical Garden is fully deserving of these honours, since it exhibits, year-to-year, remarkable dynamism and an extraordinary ability to renew itself, as was so well exemplified by the 75<sup>th</sup> anniversary celebrations. Its creative staff has effectively undertaken the challenge of offering visitors a varied and captivating program that also meets the criteria of the Garden's educational mandate," stressed Ms. Francine Sénécal, Vice-Chair of the city of Montreal Executive Committee, member responsible for Sports and Recreation and Montréal's Nature Museums.

All through the summer of 2006, the Montréal Botanical Garden offered its visitors a highly colourful program of activities. From the Anniversary Path that followed lesser-known stories about the gardens, to Family Memories at the Botanical Garden, a touching photo exhibit that demonstrates the special role the Garden has played in people's lives since it was founded, to a unique floral exhibition and its "Weekend Celebrations Series" featuring special animated performances, public entertainers, musicians and singers - all of these helped to create the highly festive atmosphere at the Botanical Garden last summer. This flourishing program was complemented by a wide range of marketing and communication initiatives that garnered excellent visibility for the Botanical Garden and exceptional media coverage.

We wish to thank our financial partner, the Ministère des Affaires municipales et des Régions, and all of our partners who made these 75th-anniversary celebrations possible.

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