



PRESS RELEASE

For immediate release

240,000 Visitors in 53 Days Record Attendance for the Magic of Lanterns and The Great Pumpkin Ball

Montréal, November 3, 2011 – This fall, the Insectarium and Botanical Garden welcomed **239,014 visitors** to the **19th edition of The Magic of Lanterns** and the **26th Great Pumpkin Ball**. With this “monstrous” attendance, representing an increase of nearly 400 visitors a day, 2011 goes down as the best edition of these two events since 2002, when there were 247,322 visitors.

Clearly, the warm weather over the past two months and all the images and comments shared on social media did much to attract crowds to these traditional fall outings. For Gilles Vincent, Director of the Botanical Garden, however, “these events’ popularity is mostly thanks to the excellent quality of the exhibitions and visitor activities presented. This year, we enhanced the lanterns’ visual presentation in co-operation with our partners in Shanghai and updated Esmeralda the witch’s lair in the Main Exhibition Greenhouse. Word of mouth did the rest and the two traditional Montréal fall favourites exceeded our expectations!”

Now for a scoop on next year! The theme for the 20th edition of The Magic of Lanterns will feature the celestial banquet of the Queen Mother and the Jade Emperor. The event also promises more lights around the Chinese Garden. In the meantime, the Space for Life is busy preparing an extra-special winter event for December and January.

CHIFFRES ET FAITS

550	times the events were mentioned in social media (facebook/twitter/flickr)
880	decorated pumpkins displayed in the Main Exhibition Greenhouse near Esmeralda’s lair
18,282	audience members who saw the play <i>Pépo enquête</i> at the Great Pumpkin Ball
20,000	Chinese pastries sold this year during The Magic of Lanterns
2,590,000	Great Pumpkin Ball visitors since 1986
3,620,000	Magic of Lanterns visitors since 1993

*The Biodôme, Insectarium, Botanical Garden and Planetarium are launching a daring, creative urban movement, urging everyone to rethink the bonds between humankind and nature. The **Space for Life** is also a place where people come together to create and to cultivate a new way of living, shaped by Montrealers and people from around the world.*

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Information

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