



## M FOR MONTREAL 2015 – A BLAZING 10<sup>th</sup> EDITION!

Press release  
For immediate release

**Montreal, October 21<sup>st</sup>, 2015** – **M POUR MONTRÉAL** is celebrating its 10<sup>th</sup> anniversary. Ten years already! And the upcoming edition won't be one to disappoint. M will gather 200+ of the most influential music industry representatives from 15 countries who will be taking the city by storm for 4 days loaded with musical discoveries and business opportunities. Music aficionados will also be getting their money's worth as M for Montreal will present over a 100 local and international talents, spread out in more than 20 venues across the city **from November 18<sup>th</sup> to the 21<sup>st</sup>**.

*"A decade of M? Had you told me this in 2006, when 7 bands showcased in 2 venues were busting their guts to impress a dozen of European promoters, including Martin Elbourne. What? The Glastonbury guy is actually in the late Main Hall, in Mile End on a Monday night! No way, you must be messing with me Nasra...?!",* remembers the ever so affable co-founder and president of M for Montreal, Sébastien Nasra. *"I wouldn't have bet on it, really... but the fact remains that M now has a prominent place in the event calendar that makes Montreal such an influential hotspot when it comes to musical creativity",* he adds.

### PROGRAM OVERVIEW

M will kickoff in style its 2015 celebrations with an **OPENING SHOW** at Rialto Theatre on November 18<sup>th</sup>, featuring simultaneous performances on the venue's three stages! The event will bring ten acts together, including **THE FRANKLIN ELECTRIC, MILK & BONE** and **ELLIOT MAGINOT**. Later, M will proudly present a new **SiriusXM CONCERT**, benefiting the **Garage à musique de la Fondation du Dr Julien**. For the occasion, M is bringing out the big guns: **LOUIS-JEAN CORMIER, PLANTS AND ANIMALS** and **FOREIGN DIPLOMATS** will hit Club Soda's stage on Thursday, November 19<sup>th</sup>! Just like last year's edition, proceeds from the show will be donated to **Garage à musique de la Fondation du Dr Julien**. Do we really need to mention that this will be THE event you won't want to miss? Our 2015 alumni will undoubtedly meet the audience's expectations, showcasing **BUSTY AND THE BASS, THE DEARS, DUCHESS SAYS, POMO, DILLY DALLY, LOUD LARY AJUST** and **HUDSON MOHAWKE**, among others! Last but not least, the cherry on this 10<sup>th</sup> edition cake: **GRIMES** will be closing the festival to a sold out Metropolis, on November 21<sup>st</sup>.

Also, as part of its 10<sup>th</sup> anniversary celebrations, M for Montréal is proud to collaborate with **John Londoño** to present his project **SNAPSHOT SESSIONS**. This series celebrates the photographer's and M's common goal of making local and international talents shine. With **SNAPSHOT SESSIONS** Londoño gives you exclusive backstage access to artists passing through Montreal. Presented by the **Phi Centre, Lozeau** and **Hachem**, the exhibition will run **from November 20<sup>th</sup> to December 12<sup>th</sup>**, at **Phi Centre**.

## **INDUSTRY PANELS & CONFERENCES**

True to form, M for Montreal will be welcoming a range of music industry heavyweights for 4 days filled with conferences, networking activities and business opportunities. M has invited speakers from all over the world to come talk about experiential marketing, new media, musical SMEs for a total of 8 panels on this edition's menu. The 2015 delegation will include Darius Van Arman (Jagjaguar / The Secretly Group – US), Cathy Pellow (Sargent House – US), Jo Vidler (Secret Productions / Wilderness Festival – UK), Steven Hill (Warp Records – UK) and Bjørn Pfarr (Reeperbahn Festival – Germany). Back for its 6<sup>th</sup> year, following a series of mishaps in the hands of its previous recipients, the traditional “*Martin Cup*” will be awarded to an international delegate for having brought significant support to artists from the Montreal scene and will be handed down by the legendary Martin Elbourne himself (Glastonbury, The Great Escape, NH7, WOMAD, Music Cities), co-founder of the event.

**Full program, tickets and details available on [mpourmontreal.com](http://mpourmontreal.com)**

M for Montreal is made possible, thanks to the financial support of **FACTOR, Canadian Heritage, SODEC, Ville de Montréal, Musicaction, Secrétariat à la Région Métropolitaine, Ministère du Travail, de l'Emploi et de la Solidarité Sociale, Ministère de la Culture et des Communications, Starmaker, Tourisme Montréal, The SOCAN Foundation, Manitoba Music, SaskMusic, CIMA and Music Managers Forum Canada (MMF).**

## **ABOUT M FOR MONTREAL**

Founded in 2006 by Sébastien Nasra (Avalanche Productions), in collaboration with the legendary British festival programmer Martin Elbourne (Glastonbury Festival, The Great Escape and co-founder along with Peter Gabriel of the WOMAD Festival), M for Montreal is much more than an annual event. “M” is an independent organization whose ambitious mission is to help up-and-coming artists both to become better known locally and to launch their careers outside Canada. For the last nine years, M for Montreal has carved out an enviable reputation at the heart of Montréal's cultural life, and now occupies an undeniable role as a catalyst for the local industry, both for emerging local artists and those who are developing their careers outside Québec.

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