



PRESS RELEASE
For immediate release

LAUNCH: "THE *MAIN*, FOREVER IN TUNE" PHASE 2

Montreal, Thursday, April 7th, 2011 – The second phase of the project "The *Main*, forever in tune" will be inaugurated today by the Friends of Saint-Laurent Boulevard and Mile End Memories. This project involves 15 interpretation panels featuring the multidimensional character of the Mile End sector of Saint-Laurent Boulevard, between Mount Royal Avenue and Van Horne Avenue. It compliments the 19 panels installed in 2010 between Sherbrooke Street and Mount-Royal Avenue.

This new series of panels will allow residents, workers and visitors of the *Main* to discover the diversity of people, uses and buildings that are associated with the many places of heritage interest on Saint-Laurent Boulevard. Realized jointly by The Friends of Saint-Laurent Boulevard and Mile End Memories, the project aims to showcase a network of places that together reflect the rich heritage, both tangible and intangible, of this extraordinary artery, which has for over a century been the home of several cultural communities and a variety of different activities. By installing the panels inside the places they discuss, we would like to show that the culture and economic life of the street are inter-related, and that cultural tourism can encourage visitors to discover commercial enterprises and vice versa. The panels will also be posted on the Internet site of The Friends of Saint-Laurent Boulevard.

The Friends of Saint-Laurent Boulevard (www.amisboulevardstlaurent.com) is a not-for-profit association founded in October 2003 by the Société de développement du boulevard Saint-Laurent in order to reinforce the cultural dimension of the latter's mission. The mission of the Friends is to support the community in collective projects that aim to highlight the heritage values of Saint-Laurent Boulevard between the Old Port and Jean-Talon Street. This 6-km section of the *Main* is a National Historic Place that was designated by the Government of Canada in 1996. Each year, The Friends organize several heritage awareness activities, such as walking tours and lectures. These activities are possible thanks to many hours of volunteer time by the members of the organization's board of directors and the dedication of its part-time coordinator. About 300 individuals are Friends of Saint-Laurent Boulevard.

Mile End Memories (www.mile-end.qc.ca) is a not-for-profit organization that pursues the following objectives: increase awareness about and promote the heritage, history and culture of the Mile End district and its surroundings; encourage and facilitate the links between individuals and organizations interested in the heritage, history and culture of Mile End and its surroundings; encourage and realize research projects on Mile End and its surroundings; initiate, organize and manage projects and activities aimed at

recognizing and highlighting the heritage values of places, people and events in Mile End and its surroundings and collaborate with other groups in the initiation, organization and management of such activities; and produce and disseminate information on the heritage, history and culture of Mile End and its surroundings. Since its foundation in 2003, Mile End Memories has organized at least a dozen activities each year for between 100 and 400 participants, including residents of the neighbourhood and Greater Montreal, as well as Canadian and international tourists and experts.

This second phase of the project "*The Main, forever in tune*" has been made possible thanks to the investment of volunteer time and resources and the generous collaboration of the different owners and occupants of the places discussed on the panels. Special thanks are due to the former students of the Faculté de l'aménagement of the Université de Montréal, whose research in 2005 and 2006 provided a point of departure for the content of the panels. We are also very grateful for the contribution of \$10,000 from the Western Quebec Field Unit of **Parks Canada**, which covered the graphic design, the contemporary photos and the printing of the panels.

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