

Press Release

For immediate release



Rediscover Montréal's history and parks with the Montréal en Histoires mobile application

Montréal, Wednesday, September 9, 2020 – The free mobile application **Montréal en Histoires** features a revamped interface and three new routes highlighting five Montréal parks with brand new material. This improved version contains 24 new features, in the form of podcasts or visual archives, allowing users to take a fresh look at historical sites and points of interest in different boroughs and to rediscover the city with a glimpse into another era.

Presented by **BMO Financial Group** in collaboration with **Québecor**, this unique and free application allows visitors to experience more than 25 *Cité Mémoire* indoor and outdoor scenes, admire 38 augmented realities and visit 98 points of interest, in addition to three new itineraries inviting visitors to discover five major Montréal parks. "**Montréal en Histoires** puts the history of the city into the path of its visitors. Old stories meet new stories - our stories - in a stimulating dialogue. It is a platform that makes historical content accessible and entertaining, while encouraging active discovery of the city," said the Honourable Steven Guilbeault, Minister of **Canadian Heritage**.

The **Government of Québec** made a significant financial contribution to the updating of this application. "Our government is proud to support **Montréal en Histoires**. The mobile application provides a technological showcase for the city, while highlighting Montréal's expertise in digital arts, and contributes to enriching the city's civic culture. It will allow all Quebecers to discover the metropolis from a new angle and learn more about its history and built heritage. In the current context, this is an opportunity to support our metropolis and encourage these local initiatives," stated Chantal Rouleau, Minister for Transport and Minister Responsible for the Metropolis and the Montréal Region.

"Montréal's history is one of vision, resilience and great change. Its foundations, its history and its architecture are part of the city's riches and are brilliantly highlighted by the *Cité Mémoire* project, which, night after night, brings them to life. Today's new application will allow Montréalers to dive even more easily into the past and the memories of their city. The pandemic we are fighting has changed the way we travel and discover our neighbourhoods. *Cité Mémoire*, which the **City of Montréal** is proud to support, allows us to discover Montréal's treasures in complete safety thanks to giant outdoor scenes that will appeal to young and old alike," said Montréal Mayor Valérie Plante.

"As a proud Québec company that has been headquartered in the heart of Montréal for more than 60 years, **Quebecor** has always held the builders who forged our history and fashioned our society in high esteem," says Pierre Karl Péladeau, President and CEO of **Quebecor**. "We are pleased to help keep our collective memory alive and share Montréal stories by supporting **Montréal en Histoires**."

"For the past few months, Montréal has been going through a period where creativity and agility are the best allies to revive the city's activities and attractions," said Yves Lalumière, President and CEO of **Tourisme Montréal**. "**Tourisme Montréal** congratulates **Montréal en Histoires** for having succeeded in optimizing its efforts during the crisis to offer a revisited and improved platform for (re)discovering the city's history in the form of itineraries that respect health measures."

Using a touch tablet or a smartphone, users meet the characters and discover the landmarks that have shaped Montréal over time. Since 2016, this application has been constantly generating new content to provide users with an exceptional experience. It offers geolocation for optimal localization, supported by signage installed along the way. In this way, mobility for both cyclists and pedestrians is promoted and encouraged.

Audio content is available in four languages (French, English, Spanish and Mandarin). **Montréal en Histoires** invites those interested to download the application on *Google Play* or the *AppStore* before their visit and ideally, bring a pair of headphones or a wireless Bluetooth speaker.

This is an ideal activity in this time of social distancing since visits can be made alone or with the family, on foot or by bike, with no equipment other than a smart device. A unique and interesting way to rediscover the city while enjoying the outdoors!

Montréal en Histoires' mission is to develop and carry out various projects to enable Montréalers and visitors to discover, explore and celebrate the history of the city. **Montréal en Histoires** focuses on three main areas: the production of *Cité Mémoire*, a large-scale work by Michel Lemieux and Victor Pilon with the collaboration of Michel Marc Bouchard, the development of techno-historical tours via the mobile application, and the creation of an educational platform on the history of Montréal.

Montrealenhistoires.com



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