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**PRESS RELEASE**

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## ***Family Fun Zone* and urban experiences: Free activities for everyone!**

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**Québec City, June 5, 2018** – New experiences are coming to Québec City as the Festival d'été de Québec (FEQ) continues to unveil experiences for festival-goers that will keep the chatter going, including a fun-filled line-up at *Lait Family Fun Zone*!

“FEQ is determined to offer the most diverse program ever and projects that will get people talking! *Lait Family Fun Zone* is designed as a happy meeting place for families that will delight kids and parents alike. Our Cube, giant letters, and Stéréo FEQ will make the festival experience even more fun and help spread the reputation of the FEQ and Québec City around the world! We're thrilled!” exclaimed Claude Doré, the event's Acting General Manager.

### **URBAN EXPERIENCES**

As always, the FEQ will dazzle visitors with a series of major projects in urban settings. These experiences will make their time at the FEQ unique and worth sharing.

#### **The Cube**

In a huge 36' x 36' structure on Place George-V, you'll discover a perfectly coloured universe with a totally insane setting. The Cube is inspired by immersive spaces and Instagrammable scenery now emerging in big cities like New York, San Francisco, and Miami. It's ideal for selfies that will make your entire social network jealous! Festival-goers can pose against a series of eight backdrops—each wilder than the next.

#### **Stéréo FEQ**

The biggest names on the program always attract the crowds. At the FEQ, even the experience of waiting to enter the site has been redesigned! Stéréo FEQ, a mobile structure with a DJ, will entertain people waiting in line on the most popular nights. The schedules, locations and guest DJs will be a surprise.

## **FEQ in giant letters**

In 2015, they captured everyone's attention in pictures of the FEQ. This year they're back, standing more than 30 feet tall, and overlooking the Plains of Abraham site. They'll loom over the fortifications and the Bell Stage and are accessible via a raised platform, perfect for a selfie. The view of the crowd and the stage promises to be spectacular.

## **Cœur du FEQ**

Every year this is the ideal spot for a musical cocktail hour and to discover emerging artists on the FIBE Stage. The stage will be moved back nearly 30 feet to give passersby and music enthusiasts plenty of room to enjoy the unique ambiance. Four street trucks, one more than last year, will be on hand to provide a wide range of high-quality refreshments. You'll have an even more diverse selection of cocktails, thanks to Bistro SAQ and Bar Belgian Moon! Activities, a rest area and music—everything you need to kick off a great night out.

Last year the box offices were at Cœur du FEQ. This year they'll be at Place George-V, near the Cube. They'll be open from Monday July 2 to Wednesday July 4 from noon to 6 p.m., and during the Festival from July 5 to July 15 from noon to 10 p.m. Let's also note that passes for the festival can be purchased via the FEQ website at [www.infofestival.com](http://www.infofestival.com) or by phone at 418-800-FEQ (3347).

All of the urban experiences have been developed with support from Canada Economic Development, Tourisme Québec, and Office du tourisme de Québec.

## **FAMILY PLACE SPONSORED BY LAIT**

Family activities will again be available in **Parc de l'Esplanade** throughout the festival from July 6 to July 15. A series of shows, workshops and organized activities will charm your family, free or charge!

"This year Parks Canada is happy to welcome *Lait Family Fun Zone* to the Fortifications of Québec National Historic Site, one of the city's emblematic sites. Starting in 2018, Parks Canada is celebrating families with free admission to all Parks Canada locations for youths 17 years of age or younger. So it's an ideal moment to create family memories and learn more about our heritage and our environment," said Maryse Lavigne, director of the Quebec Field Unit, Parks Canada.

"Québec dairy producers are asking you to make the most of this unique get-together that helps bring families together, a market so precious to our eyes," enthused Martin Auclair, the administrator of the Producteurs de lait de Capitale-Nationale-Côte Nord.

## **Shows: hip-hop dance, magic, and several familiar faces**

It's show time! Younger kids will be carried along into wild and captivating worlds created by artists of theatre, song, magic, and dance. This year there are going to be a lot more events you can't miss. Be sure to see the seven charming and funny hip-hop dancers from the dance company **MARVL** (*Danser pour gagner*). Follow the lead of more than 300,000 spectators across French-speaking Canada and be amazed

by the prowess of the magician **Daniel Coutu** (*Par ici la magie*). With his friends and family, **Caillou** will get young festival-goers singing and dancing. **Ari Cui Cui** will take them away on a sunny vacation, completed with magic, songs, and laughs! Finally, two contestants from **La Voix Junior** will step up on stage, one after the other, to show off their talents: **Naomie Turcotte**, 15 years old, and **Mia Lessard**, 10 years old.

### **Activities: Slime, bubbles and obstacle courses**

Challenges, laughter, and surprises are in store for you in the many activities being offered this year. Leading the pack, **Slime Factory** will wow young chemists, who'll be free to take their creations home. Besides making electricity, the stationary bicycles will make... bubbles! Get on a **bubble bike** and bubble away! Fans of obstacle courses should head to the **Youth Boot Camp**, which will test the abilities and motor skills of the younger crowd and the strength and tenacity of the more experienced. At the **visual arts workshop**, which features traditional basket-making and weaving skills, you'll learn how to make a little work of art with coloured acetates and cardboard, thanks to the Musée National des Beaux-Arts du Québec. Check out the mobile device at the FEQ's *Lait Family Fun Zone* to wake up the sloth in the **Basta Siesta game**. You may win a treat at the ice cream parlour.

### **Espace Bouge / Découvre: dancing, combat, and science**

Time to burn some calories! This year again, *Espace Bouge / Découvre* will get everyone sweating! It will include **Bouge'O'Max**, an urban dance workshop where you'll learn to sway to popular hits while having fun with amazing dance performances. The more daring may want to go to the martial arts workshop and learn a few basic moves from **Taekwondo**, an Olympic sport since 1988. Dance, combat sports, and science workshops for everyone. **Lab'O'Truc** will captivate you with lab demonstrations and reveal the secrets of science.

### **Street entertainers: (super) heroes for all ages**

They're everywhere and they've come to entertain you! Among the street performers this year, **La Solide Escouade du Lait** will repel an alien invasion. These superheroes will protect the site from those who want to ruin the fun for everyone. **Vintage-futuristic robots** will also be around to defend humanity's wellbeing, but watch out for surprises! Seven characters from the **Caillou** TV series will be present, including **Caillou** himself! Together with Mousseline, Gilbert, Maman, Papa, Clémentine, and Léo, he's going to meet and mingle with his youngest fans.

All of the activities and organized events at *Lait Family Fun Zone* are being offered with the assistance of Productions Logico, Producteurs de lait du Québec, Parks Canada, and Musée National des Beaux-Arts du Québec.

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**Festival d'été de Québec is presented by Bell in association with *Coors Light*.**  
***The 51st edition of the FEQ will take place from July 5 to July 15, 2018.***

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