



**NEWS RELEASE**  
*For immediate release*

---

## **PART OF THE P!NK CONCERT PRESENTED LIVE IN VIRTUAL REALITY**

**Québec City, Friday, July 7** – The **Festival d'été de Québec (FEQ)** and **Bell** are proud to announce that portions of the **P!NK concert** presented on Saturday, July 8 on the Bell Stage on the Plains of Abraham will be broadcast live in **virtual reality (VR)** and accessible worldwide.

P!NK fans around the globe will be able to enjoy the concert as though they were there in person, thanks to this VR experience presented by Bell and produced by Québec company arnoovo. **This is a first in Canada** with an artist of this scale!

“We are delighted that an artist like P!NK agreed to embark on this adventure,” said Daniel Gélinas, General Manager of the Festival. “Without her collaboration, and that of her team, we would not be able to pull off this bold initiative, which will once again put the FEQ front and centre.

Canadians will be able to take part in this experience at Bell virtual reality stations rebroadcasting the concert live in the Bell Pavilion in the *Cœur du FEQ*, at the Bell Stage at the Montréal International Jazz Festival and at the Calgary Stampede.

“Bell is extremely pleased to present this live virtual reality experience — a first in Canada — as part of the Festival d'été de Québec's 50th anniversary celebrations,” said Martine Turcotte, Bell's Vice Chair, Québec. “Led by 3 innovative Québec companies, this project will help boost the visibility of both the FEQ and Québec on the world stage, a key objective of Bell's partnership with FEQ.

**Montréal-based arnoovo** will produce the P!NK virtual reality experience. With more than 50 productions under its belt, arnoovo has already proven its expertise in creating high-quality, innovative content with its forward-looking approach to developing the full potential of this new, immersive medium.

“We're thrilled that Bell has once again shown confidence in us, and we're very excited to have the opportunity to broadcast a concert by an international-calibre artist like P!NK live in virtual reality,” said Sébastien Ébacher, President and Creative Director of arnoovo. “Promoting culture by popularizing virtual reality has always been integral to our mission, and the 50th anniversary of the Festival d'été de Québec is the perfect occasion for crystallizing our vision.

To access the P!NK concert in VR, please visit <http://feq.arnoovo.com/>. Using your compatible Samsung Galaxy smartphone and Samsung Gear VR, follow the instructions and you will be transported to the P!NK stage, live on the Plains of Abraham.

---

**The 50<sup>th</sup> Festival d'été de Québec will be held from July 6 to 16, 2017.**  
***The Festival d'été de Québec is presented by Bell in collaboration with Coors Light.***

---

-30-

**For information:**

**FEQ**

Kenza Bélaichouche

[kbelaichouche@infofestival.com](mailto:kbelaichouche@infofestival.com)

418-523-4540 x. 249

**Bell**

Caroline Audet

Senior Manager, Media Relations

[caroline.audet@bell.ca](mailto:caroline.audet@bell.ca)

514-391-9794

**Arnoovo**

Isabelle Ménard

[isabelle@arnoovo.com](mailto:isabelle@arnoovo.com)

514-926-6345