

**JULY  
5 TO 15  
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**PRESS RELEASE**

*For immediate release*

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## **CTV's Etalk and Your Morning are Coming to Festival d'été de Québec!**

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**Québec City July 5, 2018** – Canada's enthusiasm for the Festival d'été continues as Québec City gets ready to welcome CTV's Etalk and Your Morning, two of the country's most-watched Canadian shows. Beginning July 5 in Québec, both programs will offer viewers unparalleled coverage of the biggest outdoor musical event in the country: Festival d'été de Québec. Your Morning co-host and Etalk Anchor Ben Mulroney will be live on the scene providing in-depth coverage of the music festival and showcasing Québec City.

"Bell and the FEQ, it's a real love story. It's an extraordinary event, in an extraordinary city, and we're proud to contribute to promote them across Canada through the coverage of the Festival d'été de Québec on our channel CTV," said Martine Turcotte, Vice Chair, Québec, Bell.

"We're enchanted with the incredible visibility offered by Your Morning and Etalk – not only to the Festival, but also to the capital! The calibre of our program, the quality of our event and our price range generated the curiosity of several people across Canada and on an international scale too. These key broadcasts will allow us to make the active demonstration to all Canadians that the FEQ is one of, if not the biggest festival in the country," exclaims Claude Doré, Acting Director of the Festival d'été de Québec.

"It's a great opportunity for our destination. Québec literally vibrates during the Festival d'été de Québec – it's an extraordinary moment to discover the city. Thanks to the FEQ and the key intervention of its partner, Bell, the eyes of the country will be riveted on Québec! It goes without saying that we happily agreed to collaborate in the welcoming of the broadcasts," adds Éric Bilodeau of the OTQ.

CTV's Etalk and Your Morning will be setting up shop in Québec City beginning July 5 to offer viewers coverage of the biggest outdoor musical event in the country. The shows will feature both pre-recorded interviews and live segments. It will be the first visit to Festival d'été de Québec for Your Morning and the highly regarded Etalk – Canada's most-watched entertainment news program.

### **Your Morning**

CTV's Your Morning airs weekdays live from 6 a.m. to 9 a.m. ET on CTV, CTV GO and CTV News Channel. The program reports on news, culture, the economy, sports, lifestyle and a variety of other topics. Your Morning will cover the festival through interviews pre-recorded on site from July 5 to 8, before broadcasting live from the FEQ on July 9. Pre-recorded excerpts will also air from July 10 to 13.

### **Etalk**

Anchored by the charismatic Ben Mulroney and Danielle Graham, Etalk is the most-watched entertainment news program in Canada. CTV's leading entertainment show covers all manner of cultural topics, including film, music, television, fashion and lifestyle. As part of its FEQ coverage, Ben Mulroney and the Etalk team will do a series of interviews with the artists, which will broadcast on Etalk during and after the festival.

### **International visibility**

With an ever-growing reputation thanks to the international stars that grace its stages, each year Festival d'été de Québec accredits over 250 media representatives. In addition to the local press, there will be 80 members of the national and international media this year, including Billboard, Rolling Stone and Le Figaro magazines, the Metro UK and USA Today newspapers, the popular French site Les InRocks and the AFP press agency, along with the Korean Broadcasting System, one of South Korea's leading television networks. Their presence contributes to the global reach of the FEQ and positions it as a key player on the cultural scene both at home and abroad.

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

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