

PRESS RELEASE



Collection
Loto-Québec

***The Collection Loto-Québec becomes a major partner of the
Musée d'art contemporain de Montréal and proud presenter of the
Québec Triennial 2011***

Montréal, October 5, 2011 – The Collection Loto-Québec has taken its place as a major partner of the Musée d'art contemporain de Montréal for the next five years. The official announcement of this major collaboration will be made tomorrow at the launch of the Québec Triennial 2011.

A sponsorship agreement with the MACM provides for an annual \$100,000 contribution by the Collection Loto-Québec for the term of the partnership.

“As is the case for the Musée d'art contemporain de Montréal, the Collection Loto-Québec is actively involved in contemporary visual arts. This natural partnership is sure to give a boost to Québec culture,” said Pierre Bibeau, Senior Corporate Vice-President, Communications and Public Affairs at Loto-Québec.

According to the agreement, the Collection Loto-Québec will be the official presenter of the Québec Triennial 2011 as well as of the following edition, three years later. In addition, for the 2014 edition, Collection Loto-Québec will take centre stage in presenting the Triennial as part of Musée d'art contemporain de Montréal's 50th anniversary celebrations!

This excellent partnership agreement also gives the public a voice thanks to a program to award \$10,000 to the up-and-coming artist whose work is selected by museum visitors. The *Coup de cœur du public Loto-Québec* prize will be awarded at each of the 2011 and 2014 contemporary art triennials.

About the Collection Loto-Québec

The Collection Loto-Québec boasts over 4,300 works produced by over 1,200 local artists. It is a major player in Québec's artistic heritage. Collection Loto-Québec pursues its mission by showcasing its works of art at Espace Création, in exhibition tours throughout the province and now at the Musée d'art contemporain de Montréal's particularly appropriate installations.