

2009 PRIX ARTS-AFFAIRES DE MONTRÉAL SME CATEGORY

Winner: **Les Brasseurs du Nord**

Sponsor: **Vues d'Afrique**

Les Brasseurs du Nord and Vues d'Afrique will celebrate ten years of partnership at the 26th Pan-Africa International Film Festival in April 2010. The continuity of this commitment has allowed Vues d'Afrique to plan for the future with peace of mind. Les Brasseurs du Nord understands the reality of cultural events and offers sponsorships in kind for Vues d'Afrique activities such as art openings, the Rallye-Expos, opening evenings and special events. For the next edition of the Festival, Les Brasseurs du Nord has decided to put more support into development by distributing promotional materials (such as placemats that feature the Festival programming) in the brewery's partner restaurants and bars. Another promotion will be a contest to win tickets for Les Brasseurs du Nord customers (over 700 in Quebec, including 150 in Montréal).

While the longevity and success of the partnership between Les Brasseurs du Nord and Vues d'Afrique are remarkable, they are not unique. Les Brasseurs du Nord is a true partner in Quebec culture and every year supports over 200 events such as the Festival International de Jazz de Montréal, the Coup de coeur francophone, the Festival du nouveau cinéma, the Francouvertes and the Festival international de la chanson de Granby. The company also encourages the emergence of new talent in Quebec music by supporting one-time and independent events.

Established in 1987 in the Lower Laurentians, the micro-brewery Les Brasseurs du Nord is well-known for its Boréale ale. Pioneers in the renaissance of the brewer's art, Laura Urtnowski, Bernard Morin and Jean Morin were in their twenties when they founded the business, which has become one of the largest micro-breweries in Quebec. They love what they do and want to offer quality products, and this spirit of social commitment is what prompted them to get involved in cultural development and respect for the environment. Their motto applies equally well to arts and business: "Because we believe in our dreams and strive to live our values, we can be realistic and ask for the impossible!" Their support for Vues d'Afrique is part of a larger desire to help bring cultures closer together... over a glass of 100% natural beer, of course.

