



**PRESS RELEASE**  
For immediate release

### **Quebecor and TVA Sports ready and set for the Québec City and Montréal Grands Prix Cyclistes**

**Montréal, September 5, 2018** — Quebecor and TVA Sports are proud to be associated with the Grands Prix Cyclistes de Québec et de Montréal (GPCQM) as major sponsor and official broadcaster for the 7<sup>th</sup> consecutive year. On September 7 and 9, the world's elite cyclists and the next generation of North American riders will compete in the prestigious events, which will be broadcast live on TVA Sports.

"Quebecor has long been committed to promoting sport in Québec and has provided strong support for cycling," says Pierre Karl Péladeau, President and CEO of Quebecor. "So we are very happy to be able to back the GPCQM, a local event that has joined the ranks of major international cycling races. It's also one of the few opportunities we have to see young Québec cyclists compete on their home turf against the world's best."

"TVA Sports will be on the ground again this year to bring viewers all the excitement of the Grands Prix Cyclistes," adds Serge Fortin, Vice-President of TVA Sports and TVA Nouvelles. "It is a great privilege to be able to cover, live from Montréal and Québec City, the only North American stops on the UCI WorldTour, and to bring audiences the exploits of our athletes and the world's elite cyclists."

#### **In the heat of the action with TVA Sports cheerboosters**

To give the on-site audience a chance to add their own emotion to the mix, TVA Sports is setting up "cheerboosters" at the starting and finish lines at both sites. Enthusiastic fans can be hoisted aloft on a lift to communicate their support and energy to the cyclists using a tailor-made sound app. Don't miss it!

#### **Grands Prix Cyclistes broadcast schedule on TVA Sports**

- Grand Prix Cycliste de Québec: Friday, September 7, 10:30 a.m. to 4:30 p.m.
- Grand Prix Cycliste de Montréal: Sunday, September 9, 10:30 a.m. to 4:30 p.m.
- The TVA Sports team
  - Charles-Antoine Sinotte, announcer
  - Randy Ferguson, analyst
  - Yvan Martineau, on the route reporter

#### **Big names to watch at the GPCQM**

- **Greg Van Avermaet** (BMC Racing Team), the reigning Olympic champion, wore the yellow jersey for 8 days in the last Tour de France, won in Montréal in 2016, 4 appearances on the podium in Québec City since 2012
- **Simon Gerrans** (BMC Racing Team) in his last season of racing before retirement
- **Michael Matthews** (Team Sunweb)
- **Tim Wellens** (Lotto Soudal)
- **Alexander Kristoff** (UAE Team Emirates), the winner on the Champs Élysées in the last Tour de France
- **Sam Bennett** (Bora Hansgrohe), three stage wins in the Giro d'Italia

Plus 16 Canadian cyclists, including Quebecers **Hugo Houle** (Astana Pro team) and **Guillaume Boivin** (Israel Cycling Academy).

**About Quebecor**

Quebecor, a Canadian leader in telecommunications, entertainment, news media and culture, is one of the best-performing integrated communications companies in the industry. Driven by their determination to deliver the best possible customer experience, all of Quebecor’s subsidiaries and brands are differentiated by their high-quality, multiplatform, convergent products and services.

Québec-based Quebecor (TSX: QBR.A, QBR.B) employs more than 10,000 people in Canada.

A family business founded in 1950, Quebecor is strongly committed to the community. Every year, it actively supports more than 400 organizations in the vital fields of culture, health, education, the environment and entrepreneurship.

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