

**PRESS RELEASE**  
**For immediate release**



**Trois-Rivières International Poetry Festival**  
**Grand Prix Québecor goes to France Théoret for her collection *Cruauté du jeu***

**Montréal, September 5, 2018** — Quebecor is proud to be the presenting partner of the Trois-Rivières International Poetry Festival as part of its commitment to promoting Québec culture and artists. The Festival is known as a vital showcase for poetry from around the world. At its 34<sup>th</sup> edition, to be held from September 28 to October 7, 2018, Quebecor will present, in collaboration with the Festival's team, the Grand Prix Québecor, accompanied by a \$15,000 purse, to France Théoret for her collection *Cruauté du jeu*.

"For 13 years, Quebecor has been a proud supporter of the Trois-Rivières International Poetry Festival, a literary event that celebrates the beauty and richness of the French language," says Pierre Karl Péladeau, President and CEO of Quebecor. "In line with our desire to support creative artists and promote the important and vibrant work they produce, we are pleased to present this year's Grand Prix Québecor to France Théoret for her collection *Cruauté du jeu*, published by Écrits les Forges. I extend to her my sincere congratulations!"

France Théoret, poet, novelist and essayist, is a towering figure in Quebec literature. Her first collection of poems, *Bloody Mary* (1977), remains to this day an emblematic example of the female voice in literature. In the course of her career, she has published some 30 titles and been a finalist in many literary contests. In 2012, she received the Prix Athanase-David for her life's work.

The Grand Prix Québecor is awarded every year to recognize an outstanding poet.

Quebecor's Book Group has been a major player in the industry for more than 30 years. It is the largest family of general literature publishers in Québec with 18 publishing houses, including Éditions de l'Hexagone, which publishes poetry, novels and literary essays. Quebecor Book Group is also a leader in book distribution and marketing through Messageries ADP, the exclusive distributor for more than 200 Québec and European French-language publishers.

**About Quebecor**

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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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