

PRESS RELEASE
For immediate release

Archambault sign returns to its original location

Montréal, September 4, 2019 — The Ville de Montréal, Quebecor and Renaud-Bray, the owner of Archambault, are pleased to announce that the Archambault sign, an emblem of Montréal’s urban heritage, is returning to the facade of the Quebecor-owned building at Sainte-Catherine St. and Berri St., the corner it commanded for nearly 90 years. The sign will be installed today.

“The Archambault sign is not only a landmark on Montréal’s cityscape but also a symbol of a proud Québec business founded more than 120 years ago,” said Pierre Karl Péladeau, President and CEO of Quebecor. “We are happy to become the owners of this iconic sign so we can preserve it and keep it glowing at the corner of Sainte-Catherine and Berri.”

“Everyone who cares about the preservation of Montréal’s architectural heritage will be heartened to see the Archambault sign rise again in the heart of Ville-Marie Borough,” said Montréal Mayor Valérie Plante. “Since it was removed last year, the Borough has been working with our partners to find a solution in order to restore this artefact of our collective history to our urban environment. I am every happy that today we can say: mission accomplished.”

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