

New site, new mission, new contributors

A new *24 heures* is born

Montréal, Thursday, February 4, 2021 – The daily [24 heures](#), founded in 2003, today unveiled a major repositioning, with a brand new editorial mission and a new identity geared to younger readers.

24 heures will now be dedicated to covering and uncovering the news in a way that is different and clicks with how young people consume content. News and entertainment will rub shoulders on the platform.

“This will be a media outlet that is anchored in today’s digital culture,” says **Charles D’Amboise**, assistant news editor. “There will be ongoing discussion and commenting on the major issues of the day: dialogue will be a constant feature of the site. The content will be expanded to include topical new subject areas, covering matters such as the climate crisis, politics, health, sexuality, education, digital consumption and ethical consumption.”

New contributors who will share their expertise and views on hot topics in the news will be announced in the coming weeks. Already-announced columnists include **Rose-Aimée Automne T. Morin**, who will discuss sex and relationships, **Philippe Néméh-Nombré**, who will write on current social issues, and **Léa Ilardo**, who will offer concrete solutions to climate change issues.

Watch the [video](#) about the Climate Emergency section
Watch the [video](#) profile of Inuit content creator Shina Nova
Read the [report](#) on elections and TikTok

Digital shift on [24heures.ca](#)

The digital shift will reshape form and content alike, the choice of subjects and the way they are treated. Short recaps will explain and contextualize current events and sometimes complex concepts. There will be profiles of inspirational personalities and local change-makers, as well as coverage and stories about solutions and innovation. The new *24 heures* will also feature more in-depth content and reports from the field.

The new platform will be part of an ecosystem of well-known brands that already reach younger audiences, including **Le Sac de Chips**, **billie**, **Silo 57**, **Pèse sur start** and **Porte-Monnaie**. Together they draw more than 600,000 unique online visitors per week.*

And a new print version

In addition to its new-look digital version, **24 heures** will publish a weekly print edition. The magazine-style publication will be distributed every Thursday and will remain free.

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* Data from Google Analytics, weekly average unique visitors between January 1, 2020 and December 31, 2020.

-30-

Charles D'Amboise is available for interviews upon request.

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