



**PRESS RELEASE**

*For immediate release*

**Québec City and Montréal Grands Prix Cyclistes**

**Thrills and spills for cycling fans, courtesy of Quebecor and TVA Sports**

**Montréal, September 7, 2016** — Quebecor and TVA Sports are proud to support the [Québec City and Montréal Grands Prix Cyclistes](#) as major sponsor and official broadcaster. The 7<sup>th</sup> editions of the cycling races, the only North American stops on the UCI WorldTour, will be held on September 9 and 11. Cycling fans will have a chance to watch the **world's best riders** compete in Québec, either at the site or on TVA Sports.

"Quebecor has been promoting sport in Québec for many years," commented Pierre Dion, President and CEO of Quebecor. "We are proud to be backing the Québec City and Montréal Grands Prix Cyclistes, which bring world-class sporting events to Québec and showcase our talented young athletes."

Eighteen teams plus Canada's national team will compete. Many eyes will be on two Québec riders who competed at the Summer Olympics in Rio, **Antoine Duchesne** of Direct Energie, who completed the Tour de France this year, and **Hugo Houle** of AG2R La Mondiale, who took part in the Giro d'Italia in the spring.

"Being the official broadcaster of the Québec City and Montréal Grands Prix Cyclistes is another way for us to offer our viewers the best in sport," said Serge Fortin, Vice-President, TVA Sports. "These are some of the top cycling events in the world and they give our athletes wide exposure, as the races will be seen in more than 130 countries. To bring viewers all the excitement, we will be on the ground delivering full coverage."

**Quebecor and TVA Sports: On the ground**

At each event, spectators will be invited to visit the TVA Sports zone in the fan village and experience TVA Sports through virtual reality in an all-sport, immersive environment that plunges visitors into the thick of the action.

To see the Grands Prix Cyclistes from a different angle, fans can follow [Goji](#) YouTuber **Théo Abacci**, who will take audiences up-close with his quirky videos and posts on Quebecor's social media channels ([Twitter](#) and [Instagram](#)).

To support the event, Quebecor has mounted a large-scale promotional campaign in its media outlets. Quebecor is also the main sponsor of the Garneau-Quebecor pro team, which competes on the UCI Continental tour.

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

- Québec City Grand Prix Cycliste: Friday, September 9, 10:30 a.m. to 4:30 p.m.
- Montréal Grand Prix Cycliste: Sunday, September 11, 10:30 a.m. to 4:30 p.m.

Announcer **Michaël Roy** and analyst **Randy Ferguson** will be in the booth describing the races while **Yvan Martineau** will be on the ground with the athletes to give viewers the full scoop.

### **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.

Quebecor (TSX: QBR.A, QBR.B) is headquartered in Québec. It holds an 81.07% interest in Quebecor Media, which employs close to 11,000 people in Canada.

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

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