

**PRESS RELEASE**  
*For immediate release*

## **The Gestev experience comes to showbiz**

**Québec City, April 7, 2016** – Quebecor is leveraging Gestev’s 25 years of experience in event organization and powerful brand to establish itself as a major player in showbiz and entertainment. All shows and events produced by Quebecor will now bear the Gestev logo.

“For 25 years, Gestev’s people have distinguished themselves through their creativity, energy and innovative spirit,” said Benoit Robert, President of Quebecor Sports & Entertainment. “Audiences across the land have enjoyed leading sporting and cultural events successfully organized by Gestev, such as Red Bull Crashed Ice and, more recently, the Ski Tour. Having been partners for three years now, it was natural for Quebecor Sports & Entertainment and Gestev to join forces under a single brand in order to strengthen their positioning in the showbiz and entertainment industry.”

### **The Gestev experience**

The newly created Gestev Spectacles division will capitalize on its combination of talent and know-how to bring the epic, cutting-edge experience that has been Gestev’s hallmark since it began in 1992 to concert-goers and show audiences across Québec. All shows produced by Quebecor at the Videotron Centre and other venues will be brought together under the Gestev banner. Michel Granger, formerly Vice-President, Creative Content, Quebecor Sports & Entertainment, will steer the operations of Gestev Spectacles.

Gestev’s existing activities in sporting and corporate event organization and logistics, sponsorship activation, experiential marketing and site management will remain under the responsibility of Patrice Drouin, President, and Chantal Lachance, Vice-President & Operations Manager of Gestev.

“Gestev is a recognized brand that has proven itself,” said Patrice Drouin and Chantal Lachance. “It is a catalyst of positive emotions, a seal of quality, a standard-setter that always delivers a unique experience. The creation of Gestev Spectacles merges Gestev’s immense creative force with Quebecor’s convergence strategy and resources to take a leading role in the showbiz and entertainment industry.”

### **Mumford and Sons at Baie de Beauport: A Live Nation / Gestev coproduction**

The Mumford and Sons concert on June 11 at the unique Baie de Beauport site will be coproduced by Live Nation and Gestev. “While the Videotron Centre will be Gestev Spectacles’ nerve centre, its activities will extend to other sites and other regions of Quebec, including Montréal,” said Michel Granger. “We will harness the knowledge, expertise and creativity of our people and our partners, such as Live Nation and AEG, to give music-lovers across Québec a taste of the Gestev experience.”

### **New brand image and redesigned website**

Gestev also unveiled its new brand image today, which reflects its new, expanded, more diverse offerings. “To launch Gestev Spectacles in style, we need to give it a strong, original and distinctive brand image,” said Michel Granger. “In the coming weeks, people will be able to see Gestev’s new image come alive and unfold in various ways in all our communications and the events we will present at both the Videotron Centre and other venues.”

To visit Gestev’s website: [www.gestev.com](http://www.gestev.com)

To view the videos about Gestev : <http://ow.ly/10n1G>

Join the community : [#experiencegestev](https://www.instagram.com/experiencegestev)

Facebook : [www.facebook.com/GestevEvenements](https://www.facebook.com/GestevEvenements)

Twitter : [www.twitter.com/gestevinc](https://www.twitter.com/gestevinc)

Instagram : [www.instagram.com/gestevinc](https://www.instagram.com/gestevinc)

### **About Gestev**

Gestev is an event developer and organizer founded in 1992 that has made a name for itself in Québec and internationally. Over the years, Gestev has consistently raised the bar for event organization and production. Today, in addition to producing major events such as Ski Tour Canada, Transat Québec Saint-Malo, Jamboree and Red Bull Crashed Ice, Gestev is engaged in experiential marketing and management of sites such as the Baie de Beauport beach. Gestev Spectacles has added a new dimension to Gestev’s services, giving it a significant presence in the showbiz and entertainment industry.

### **About Quebecor Sports & Entertainment Group**

Quebecor’s Sports & Entertainment Group produces, distributes and promotes diverse cultural and entertainment content featuring Québec and international talent. Sports & Entertainment Group is a fully integrated suite of companies dedicated to delivering the best possible customer experience: the Videotron Centre, Armada de Blainville-Boisbriand, Remparts de Québec and Gestev offer a wide variety of high-quality, multiplatform, convergent content, shows and sporting events.

-30-

### **Information:**

Jean-Philippe Guay

Quebecor Sports & Entertainment

418 704-8131

[jean-philippe.guay@quebecor.com](mailto:jean-philippe.guay@quebecor.com)

Marie-Andrée Houde

Bambou Communication

418 681-5559

[marie-andree@bambou.ca](mailto:marie-andree@bambou.ca)