



Press Release  
For immediate release

## **FREE ACTIVITIES AT JEAN-TALON MARKET EVERY WEEKEND THIS SUMMER**

A fun, entertaining family program at pedestrianized Jean-Talon Market

**Montreal, May 27, 2024** – Once again this year, the Société des Marchés publics de Montréal, in collaboration with the borough of Rosemont–La Petite-Patrie and the Société de développement commercial Petite Italie, invites people of all ages to come to **Jean-Talon Market** to enjoy a **host of fun educational activities, all absolutely free!** From **June 6 to October 20**, both segments of Place-du-Marché-Nord will be reserved for pedestrians only from 11 a.m. to 5 p.m. each Thursday through Sunday as well as statutory holidays. New street furniture will **transform areas adjacent to the market into relaxing spaces, while the event zone**, located just northwest of the market, **will feature a varied and highly entertaining program** every Saturday and Sunday. Regular market visitors will be happy to hear about the return of multi-disciplinary roving performances and open-air cooking workshops, while those who love plants and flowers will appreciate the series of gardening workshops.

“We can’t wait to see Montrealers take over the market this summer, participate in the activities and enjoy the street furniture. This is how we’re making Jean-Talon Market a foodie destination where you can have fun while learning about our local food and agriculture. Our free programming is also a way to bring residents closer to farmers and agri-food artisans, a core part of our mission,” said **Nicolas Fabien-Ouellet, executive director of the Société des Marchés publics de Montréal.**

“The Market is a cultural hotspot, full of activities and things to discover. The amenities and furniture add to its charm by creating a warm and inviting atmosphere. I am delighted to see that this iconic neighbourhood location is so deeply appreciated, and I want to sincerely thank our partners for their help in making it a prime destination, complete with original programming presented throughout the summer,” said **François Limoges, mayor of the borough of Rosemont–La Petite-Patrie.**

“By presenting a program of free activities, educational workshops and thematic activities for the whole family each weekend, we are enhancing the commercial and human sides of Jean Talon Market – the heart of Little Italy and the wider neighbourhood. See you there! Ciao!,” said **Marco Mollé, Executive Director of SDC Petite-Italie - Marché Jean-Talon.**

### **Free programming to delight visitors of all ages!**

Saturdays and Sundays this summer will feature a rich program presented by a host of different contributors. Part of the program was developed by the team at ECKIP, with the mandate of developing activities to enhance the summer program.

*All activities are held in French.*

SATURDAY, JUNE 8:

- Culinary workshops for kids: noon, 1, 2 and 3 p.m. Under the supervision of [C'est moi le chef!](#), children from 3 to 12 years of age will learn cooking basics in a fun setting by preparing an age-appropriate recipe. With an abundance of fresh and colourful produce available in the market, the kids will have the opportunity to use high-quality ingredients to make a scrumptious strawberry tiramisu.  
30-minute workshop | [Mandatory online registration](#)

SUNDAY, JUNE 9

- Educational workshop about chicken : 10:30 a.m. and noon. Where do eggs come from? What about hens? What does a chicken need to live a healthy life? [Repaire de Biquette](#) will be at the market with three Chantecler hens whose minders will introduce you to the ins and outs of raising these descendants of feathered dinosaurs.  
1-hour workshop | [Online registration](#)

SATURDAY, JUNE 15:

- Gardening workshop: vegetable garden fundamentals: 11 a.m., 1 p.m., 2:30 p.m. Presented by [Jardin de la devinette](#), this workshop will introduce participants to the essential principles would-be vegetable gardeners need to understand, whether they're planting in their backyard or on their balcony. Participants will learn about the essential elements and concepts behind a successful vegetable garden: cultivable area, seedlings, containers, soil and gardening tools. Ideal for beginners or gardeners looking to refresh their knowledge. Participants will leave with a brief gardening guide.  
1-hour workshop | [Online registration](#)

SUNDAY, JUNE 16:

- Chipotle roving performance: This mobile performance, created and produced by the Louve company, introduces the audience to Chipotle, whose dream is to become a monarch butterfly and make the long migratory flight to the sanctuary forests of Michoacán, Mexico! Do you think she can make it? To become a beautiful butterfly, Chipotle must eat plenty of milkweed – an indigenous plant essential to the survival of the monarch butterfly. Chipotle will give a milkweed seed to every child she meets, so they can plant it and care for it.  
Three appearances between 2 p.m. and 4:30 p.m.

SATURDAY, JUNE 22:

- Cap graffiti workshop: 1 p.m., 3 p.m. Participants in this workshop, led by Café Graffiti, will get an immersion in Montreal's urban culture. Young people will be guided by "graffers" who will talk about the history of graffiti in Montreal and different lettering styles. This workshop has two steps: first, creating your own "graff" (logo) on paper, second drawing it on a ballcap using paint markers. Participants can keep their cap.  
90-minute workshop | [Mandatory online registration](#)

#### SUNDAY, JUNE 23:

- Introduction to circus arts with Cirque Hors Piste: 1 to 4:30 p.m. Yes, it is possible to do circus in the Market! This workshop is all about handling objects, and it's for everyone – young, not so young, families, friends. Participants will be immersed in the colourful and playful world of the circus.  
No registration, open to all.

#### SATURDAY, JUNE 29:

- Gardening workshop: building your own water-reserve planter: 1 p.m., 2:30 p.m., 4 p.m.  
Led by the team from [Jardin de la devinette](#), this workshop will guide participants step-by-step through the construction of a water-reserve planter using recycled materials. With its double base, the structure helps reduce watering frequency, optimizing plant growth all summer long.  
45-minute workshop | [Mandatory only registration](#)

#### SUNDAY, JUNE 30

- Science workshop - les Débrouillards: 2 p.m., 3:30 p.m. Under the guidance of a science education specialist from [Technoscience Région métropolitaine](#), children ages 6 to 12 will do several fun experiments based on some amazing scientific concepts. It's a great introduction to science and a way to develop a scientific perspective, even during the summer holidays!  
1-hour workshop | [Mandatory only registration](#)

### [SEE THE FULL PROGRAM](#)

**All activities are free. Some have limited capacity, and interested persons should register in advance to ensure that they can attend. See links under individual descriptions.**

#### **About the Société des Marchés publics de Montréal**

The Société des Marchés publics de Montréal is a social economy enterprise responsible for the planning, development and operation of Montreal's public markets. Its mission is to improve access to fresh food through a network of public markets that brings Montrealers closer to local farmers and agri-food businesses. Since 1993, it has been mandated by the Ville de Montréal to manage the Atwater, Jean-Talon and Maisonneuve markets, six Neighbourhood markets and three Solidarity markets. It is a non-profit organization governed by a board of directors composed of five merchants and five residents of the Montreal urban agglomeration. Its membership includes nearly 200 merchants active at the public markets. The Société's network of public markets is frequented by more than three quarters of Montrealers, with more than 3 million visits annually.

#### **About the SDC**

Founded in 2009, the Société de développement commercial (SDC) de la Petite Italie is a non-profit organization whose membership is made up of businesses and professionals active in Little Italy and Jean Talon Market. Its core mission is to ensure the vitality, prosperity and promotion of the neighbourhood and its businesses. To achieve its goal of being the city's culinary district – Le Quartier

Gourmand de Montréal – the SDC develops significant marketing programs and organizes a series of cultural, culinary and festive gatherings in order to attract Montreal residents and workers, as well as international tourists, to the district.

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**If you would like to arrange an interview or require further information, please do not hesitate to contact :**

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