



For immediate release

MONTREAL'S PUBLIC MARKETS ARE FILLED WITH HOLIDAY MAGIC **Plenty of activities for a festive Holiday Season!**

Montreal, November 21, 2023 – Montreal's public markets are the place to be this Holiday Season! Whether shoppers are looking for the best fine foods, locally made gifts or festive year-end activities, the city's 12 public markets are sure to have what they need. Holiday magic arrived on November 9 with the opening of the first Christmas tree vendors' stands, to be followed by plenty of activities for the whole family.

Eagerly awaited natural trees

There's no better way to get into the festive spirit than to decorate your home with the year's final agricultural arrival in the public markets: a natural Christmas tree! Customers are always delighted to see the dazzling selection of trees, wreaths, boughs and decorative plants starting on **November 9 at Jean-Talon Market, November 10 at Atwater Market and November 18 at Maisonneuve Market**. Once again this year, the **Marché de Quartier Jean Brillant** has had gorgeous trees since **November 12**, while the **Marché de Quartier Mont Royal** began tree sales on **November 20**. Whether you prefer balsam or Fraser fir, a wildling tree or a hybrid, every option can be found in Montreal's public markets. It's a great way to beautify your home while supporting local producers who have been part of Montrealers' lives for generations.

Hundreds of gift ideas

Whether you're looking for unique products or seasonal classics, Montreal's public markets are the destination of choice for finding local products. From fresh food and locally made beverages to all kinds of specialty items, the markets' merchants have something for every taste. And the [public markets' online store](#) offers gift certificates to help your professors, teachers and other epicureans in your life stock up on deliciousness.

Race for the reindeer

From **December 1 to 31**, families will have to help Santa Claus find his nine reindeer, lost in the enchanted forest of Jean-Talon Market! In this market-wide scavenger hunt, participants will have to solve nine tricky puzzles in order to find all the reindeer. To spread some holiday cheer, each week's participants will have the chance to win a \$100 Marchés publics de Montréal gift certificate.

Three thoroughly festive weekends at Jean-Talon Market

On three weekends in December (9-10, 16-17 and 23), Jean-Talon Market will present highly entertaining indoor and outdoor Holiday programming. The family-friendly activities include Holiday-themed workshops, chances to meet Santa Claus, singers, caroling and free samples of hot chocolate.

On **Saturday, December 9** from 11 a.m. to 1 p.m., singer Manu Reymond will interpret the great Holiday classics in the market's outdoor areas. Then, from 1 to 3 p.m., the Aux quatre vents quartet of the Orchestre d'harmonie Leonardo Da Vinci will fill Jean-Talon Market with Christmas music; visitors are invited to head up to the mezzanine to watch the performance. On **Sunday, December 10** from 11 a.m. to 1:30 p.m., the mobile art duo of 2 Parquatte will entertain visitors of all ages in the market's outdoor areas; a Bazar Production production. Finally, from 2:30 to 3:30 p.m., the Chœur en commun choir will bring still more seasonal cheer to the market's outdoor areas with a selection of Christmas carols.

On **Saturday, December 16** from 11 a.m. to 1 p.m., Manu Raymond returns to sing for Jean-Talon Market visitors, this time indoors. From 11 a.m. to 2 p.m., children will get the chance to give Santa their Christmas wish-list, in the market's outdoor space. To add some extra magic to a special moment, they will be able to enjoy some free hot chocolate. Also outdoors, from 1 to 2:40 p.m., the Chœur de la Petite Patrie will delight everyone with its Christmas carols. Inside, on the mezzanine from 1 to 2:30, Jean-Talon Market presents three culinary workshops for kids hosted by C'est moi le chef! **Sunday, December 17** from 11 a.m. to 4 p.m., creative types are invited to craft Christmas decorations on the mezzanine. Outside from 11:30 a.m. to 1 p.m., classic Christmas songs will fill the air thanks to Chœur de Maisonneuve, while singer Manu Reymond will keep the festivities going from 1 to 3 p.m.

Finally, on **Saturday, December 23** from 1 to 3 p.m., Manu Reymond will return for a final time to entertain market shoppers.

These activities, including the scavenger hunt, are made possible by the support of the Ville de Montréal, the Arrondissement Rosemont–La Petite-Patrie and SDC Petite-Italie - Marché Jean-Talon.

Fête des lutins: Santa's elves at Maisonneuve market

On **December 10** from 11 a.m. to 4 p.m. the Fête des lutins returns for a second year to Maisonneuve Market, steeped in holiday magic. From 11 a.m. to 2 p.m., neighbourhood children can meet Santa Claus outside the market and make some wonderful memories. Parents and children will also be offered free hot chocolate. From 2 to 4 p.m., a singer will provide Holiday ambiance with a selection of Christmas classics. Families are also invited to visit the market's merchants to do their holiday shopping and take advantage of some great specials.

Atwater Market Christmas Village

Once again this year, the Christmas Village returns to Atwater Market for the 8th consecutive year. It will be open every weekend from November 30 to December 31. Some 60 local artisans will set up shop during the month, offering prepared food, beverages, clothing, cosmetics and all kinds of gifts. Five food vendors will help visitors satisfy their cravings and warm up with a hot drink. As in past years, the Christmas Village will also present a free program of entertainment for all. Singers, choirs, DJs, musicians, Santa Claus and gourmet evenings are all on the agenda. Open Fridays from 5 to 9 p.m., Saturdays from 11 a.m. to 8 p.m. and Sundays from 11 a.m. to 5 p.m.

www.marchespublics-mtl.com

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.

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

Myriam Martin-Brochu

Brand Manager

Société des Marchés publics de Montréal

514-829-5323

mmbrochu@marchespublics-mtl.com