



Press release
For immediate release

HOLIDAY MAGIC RETURNS TO MONTREAL'S PUBLIC MARKETS

Free activities and guaranteed culinary inspiration!

Montreal, November 11, 2024 – Already the ideal place to purchase ingredients for holiday feasts, Montreal's public markets are getting in the festive spirit with a host of free activities for the whole family. There will be events at **Jean-Talon Market on the weekends of December 7-8 and 14-15, Maisonneuve Market on Saturday, December 14** and **Atwater Market on Sunday, December 15**. The program is aimed at delighting everyone who enjoys the winter. It will feature opportunities to meet Santa Claus, creative and culinary workshops, storytelling for kids and several choirs and singers. All season, each market will be the ideal stop for picking up everything you need for great holiday dinners, as well as wonderful gifts from local food producers and artisans.

A cherished winter tradition continues with the return of the Christmas tree vendors!

Every November, Montreal's public markets reunite with their beloved Christmas tree vendors! **They will be open at Jean-Talon Market starting November 8, Atwater Market and the Jean-Brillant neighbourhood market starting November 11, and Maisonneuve Market from November 16**. The tree vendors give our markets a unique festive ambiance, inviting the whole city to start the festive season. Balsam fir, Fraser fir, wild-grown trees, wreaths and other natural decorations – there's no shortage of choices!

The Reindeer Race: a fun free activity at the three big markets

It's time to save the Holidays! From December 1 to 23, families will have a ton of fun with the Reindeer Race – a free scavenger hunt in the three big markets. Whether it's Atwater, Jean-Talon or Maisonneuve, Santa's friends have to find his nine lost reindeer in each market's enchanted forest. By solving a variety of fun puzzles, participants of all ages will have a great time outdoors in the magical atmosphere of a market during the holiday season. On December 23, there will be a draw to award one participant per market a Marchés publics de Montréal gift certificate worth \$100.

Magical free programming

At **Jean-Talon Market**, free festive activities for all ages will be presented on **the weekends of December 7-8 and 14-15**. Families will have the chance to meet **Santa on December 8 from 11 a.m. to 2 p.m.**, cook a holiday recipe with their budding chefs, participate in Christmas tree ornament-making workshops, or take on a super fun obstacle course! In addition, an outdoor

terrasse will be open each day from 11 a.m. to 5 p.m. with delicious raclette sandwiches and seasonal drinks including hot chocolate and mulled wine. It's a perfect time to celebrate and enjoy winter, while listening to entertaining choirs, DJs and singers. This programming is made possible by the support of the Ville de Montréal, the borough of Rosemont–La Petite-Patrie and the Société de développement commerciale de la Petite-Italie.

At **Marché Maisonneuve**, kids and adults are in for some fun on **Saturday, December 14, from 10 a.m. to 3 p.m.** On this festive day, visitors will have the chance to **meet Santa from 11 a.m. to 2 p.m.**, attend story time with Caroline Beausoleil and sip a delicious hot chocolate. It's all capped with the music of Chœur les Quatre Temps, guaranteeing a wonderful time at the market!

Finally, the Holidays come to **Atwater Market** on **Sunday, December 15** with a morning choir performance followed by singer Alexandre Légaré in the afternoon. Place du Marché Atwater will also be home, for the ninth year, to the **Village de Noël from November 28 to December 22**. Visitors will find some 60 local and regional artisans offering ethnical and eco-friendly products. There will also be free all-ages programming.

Full program: <https://www.marchespublics-mtl.com/evenements/>

À propos de la Société des Marchés publics de Montréal

Entreprise d'économie sociale, la Société des Marchés publics de Montréal est la référence en matière de planification, de développement et d'opération d'un marché public. Elle a pour mission d'améliorer l'accès aux produits frais à travers un réseau de marchés publics qui rapproche la population montréalaise des producteur-trice-s et artisan-e-s agroalimentaires d'ici. Depuis 1993, elle est mandatée par la Ville de Montréal pour assurer la gestion du Marché Atwater, du Marché Jean-Talon, du Marché Maisonneuve, de six Marchés de Quartier et de trois Marchés Solidaires. Organisme à but non lucratif, sa gouvernance repose sur un conseil d'administration mixte, composé de cinq marchands et de cinq résidents de l'agglomération de Montréal et son assemblée des membres regroupe près de 200 membres qui commercialisent aux marchés publics. Son réseau est visité par plus de trois Montréalais-e-s sur quatre et cumule plus de 3 millions de visites annuellement.

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