



Société
développement
commercial
Vieux-Montréal

Press release

For immediate publication

Bonsecours Market will be the centre of attention during the 20th edition of Montreal Fashion Week.

Old Montreal, Monday, February 7, 2011 – For the seventh consecutive edition, The Société de développement commercial (SDC) Vieux-Montréal – Quartier historique is proud to be associated, with Montreal Fashion Week, to be held February 7 to 10, 2011 in the prestigious Bonsecours Market.

“Montreal Fashion Week creates significant economic benefits for Old Montreal, with 15,000 visitors in the historic district over the four days of the event,” notes Mario Lafrance, general manager of SDC Vieux-Montréal.

SDC Vieux-Montréal is pleased to support Montreal Fashion Week in its promotion, solicitation, and business development efforts. This event quite clearly supports the primary mission of the SDC Vieux-Montréal, which is to promote and encourage retail and business development in the city’s historic district.

The SDC Vieux-Montréal wishes all of its international visitors an exciting and colourful experience!

About the SDC

The SDC Vieux-Montréal has 1,700 members over a territory bounded to the north by Rue Saint-Antoine, to the south by Rue de la Commune, to the east by Rue Berri and to the west by Rue McGill. The organization’s mission is to promote and encourage retail and business development in Old Montreal.

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