



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Culture, that's Classique!

Shawinigan, July 20, 2017 – On top of the numerous outdoor shows presented from September 1 to 4, the Classique, in collaboration with the Canada 150 Fund, launches an exhibition designed to highlight some of the key moments in the history of the event.

Illustrating our history

La Classique internationale de canots de la Mauricie is proud to announce the launch of an outdoor exhibition aiming to immortalize the history of La Classique and of the mighty St. Maurice River. The exhibition will take place at the Parc des Canotiers in Shawinigan from July 20 to September 22. This activity is open to all; everyone will be able to admire the artworks while strolling in the park.

La Classique in music

Once again this year, Bell partners up with La Classique to offer an electrifying 2017 cultural programming. Alcoholica, who pleased the crowd last year, will be back once again in La Tuque with its tribute to Metallica. New this year, Jean-Seb Carré, former candidate of La Voix 5, will perform a tribute to Bryan Adams in Shawinigan on September 2. Finally, Kissed will be on the Promenade du St-Maurice on September 3, to present a tribute to Kiss, while Ruff Edge will perform on Badaeux Street in Trois-Rivières with its tribute to AC/DC.

Other events you will not want to miss

La Classique can count on many precious collaborators such as 3R Dragon, which will hold its provincial dragon boat competition in Shawinigan on the morning of Saturday, September 2. Exclusively this year, the Tribal Fest will carry out its pilot project during the Classique festivities on September 2, from 1:30pm to 11pm, in Shawinigan. This event will enable festival-goers to discover more or less extreme sports such as BMX, slackline, climbing and many others, while allowing some of the more daring spectators to try some of them. The concert of the 62nd Field Artillery Regiment of Shawinigan is also back this year with Tchaikovsky's 1812 Overture and their 105mm howitzers' first notes to begin Saturday at 7PM. Lastly, the Provincial Speed Canoe-Kayak Championship will take place on September 3 from 8:30am to 1:30pm in Shawinigan.



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Canada 150 Fund

The goal of the Canada 150 Fund is to create opportunities for Canadians to participate in local, regional, and national celebrations that contribute to building a sense of pride and attachment to Canada. La Classique is fortunate to receive valuable help from the Fund during the celebrations related to Canada's 150th anniversary.

This year's edition of La Classique internationale de canots de la Mauricie will be held from September 1 to 4, 2017. We look forward to seeing you. Until then, follow us on social media and on our website: www.classiquedecanots.com to discover our complete program and to stay up to date with the latest news and development.

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