



SAMAIN - HALLOWEEN ON THE BOULEVARD

To celebrate Halloween, Saint-Laurent Boulevard will welcome a mysterious Wizard and his entourage of witches in *Park of Americas* on October 31st. Children will first be invited to go through a spider web tunnel and then be dazzled by a maleficent performance. Afterwards, activities such as potato bag racing, face painting and throw the hoop on the witches hat will entertain children. Activities will take place from 9am to 7pm. At 7:30 pm, still at the *Parc of Americas*, teens and adults will be invited to watch the movie *The Shining* for free which will be broadcast in English with French subtitles. On site, popcorn and hot chocolate will be served to everyone. Finally, the pumpkin road is coming back again this year thanks to the participation of more than 100 merchants! For those participating, a pumpkin will be placed next to your door, so families know where to stop. We ask that you take the pumpkin inside before closing on October 31st and dispose of it accordingly.

[DETAILS OF THE EVENT](#)



SAINT-LAURENT BOULEVARD'S ECO-COUNTERS

Since January 2018, Saint-Laurent Boulevard has purchased 4 eco-counters to calculate foot traffic on the street. Located at strategic locations such as Duluth, Mount Royal, St. Joseph and Prince Arthur, these meters

allow us to collect important data concerning pedestrian traffic and identify peak activity on the street. You can consult the reports that were generated from January to September under the member page / Resources / SDBSL.



MAKE YOUR WINDOWS BRAND NEW!

Graffiti on your windows? No problem, Sauve Vitres is here for you! Saint-Laurent Boulevard and Sauve Vitres have recently reached an agreement to offer SDBSL's members 25% off on all services related to window

restoration. Sauve Vitres is specialized in graffiti removal on all surfaces, acid etching, engravings and graffiti scratches on glass surfaces as well as the installation of anti-graffiti films. For any information, contact Domenic D'Alessandro: Tel : 514-977-2524 - Courriel : info@sauvevitres.com

EVERYTHING YOU NEED TO KNOW ABOUT THE PLATEAU!



Montréal en statistiques recently released data on Montreal's 14 related districts. These population profiles, based on Statistics Canada 2016 Census data, include population changes, age, sex, marital status, families and households, housing and costs, language, mobility and

migration, immigration, visible minorities, work, education and income. You can find Plateau-Mont-Royal's socio-demographic profile on our website under [member/Resources/Studies&Surveys/Studies](#)

An advertisement for a "DÉJEUNER-CONFÉRENCE" event. At the top left is the "Détail Québec" logo. A green banner across the top contains the text "GRATUIT ET EXCLUSIF AUX DÉTAILLANTS PME" and a shopping cart icon. Below the banner, the main title "DÉJEUNER-CONFÉRENCE" is written in large white letters. The central part of the ad features a photo of a man with glasses, identified as "ROBIN VÉZINA VICE-PRESIDENT MARKETING DE 37 MEDIA". To the left of the photo, it says "PRÉSENTATION DU PROGRAMME LE VIRAGE NUMÉRIQUE CO CD" and "AUGMENTEZ VOS VENTES EN LIGNE!". To the right, it says "AUGMENTEZ VOS VENTES GRÂCE À LA PUBLICITÉ FACEBOOK". At the bottom, the date "30.10.18" and time "7 H 00 - 9 H 00" are listed, along with the location "ITHQ - Salle Mont-Royal 1, 3535 rue Saint-Denis, Montréal". A small URL "inscrivez-vous sur detailquebec.com" is at the bottom right.

FREE TRAINING!

Détail Québec invites all retailers to its digital conference on October 30th. This conference will focus on tips and strategies to increase your sales with Facebook advertising and give support on how to benefit from a program which helps to increase the efficiency of your online sales. Reserve your

place now, it's free! *Détail Québec* offers you lunch and the opportunity to increase your profitability. If you want to attend, register directly on their website:

<https://detailquebec.com/dejeuner-conference-30-octobre-2018/>



**PLEIN
MILIEU**

MEDIATION BETWEEN RETAILERS AND THE HOMELESS

Harmonious cohabitation in public space is not always easy. You may be worried about someone or you may have irritants related to the presence of homeless people around your business. Plein Milieu, which works to improve life quality of people in vulnerable situations, offers a social mediation service. The

mediation worker is there to promote understanding of both parties and healthy and harmonious cohabitation for all in the Plateau Mont-Royal borough. If you live conflictual situations or have any questions, please contact: **Pierre-Philippe Monette** : 514-659-8484 - mediation@pleinmilieu.qc.ca.



NEW ON THE BOULEVARD !

1. Fabuleux Chez Serge

Sports bar equipped with a mechanical bull. The perfect place for an evening with friends

2. Kibi

Restaurant offering food worthy of the best Creole dishes.

3. Club Social Diving Bell

A multimedia performance venue in the heart of Montreal's Plateau, dedicated to celebrating all expressions of the city's vibrant and diverse arts and culture community

4. Crypto Café

The first Crypto-Café in Montreal where you enjoy great coffee and buy graphic cards to produce cryptocurrency,