



MURAL FESTIVAL 2018

The 6th edition of MURAL, the biggest street art festival in North America, will take place from **June 7th to the 17th on the Saint-Laurent Boulevard!** The street will be closed to cars from Sherbrooke to Mont-Royal for the duration of the festival.

Last year, **1.5 million visitors** came to the Main during the 11 days of the festival, making it one of the most popular events in Montreal.

To our members participating in the street closure: make sure to display in a window the participation permit that was given to you.

To everyone: make sure you're not bringing a lunch at work on **June 13th and 14th**, because we'll be hosting the **4th edition of Grill Saint-Laurent!** This culinary cook-off will take place in the parking lot south of Prince-Arthur Street, where 10 restaurants (7 from the Main and 3 guests) will cook dishes created exclusively for the event, in the hopes of winning the grand prize of \$1,000. The restaurants that will be offering a dish (**for only \$6**, it's worth noting!) are: McKibbin's Irish Pub, Big in Japan, Main Deli, La Toshka, Poulet 3 Pattes Express, Melbourne Café, Robin des Bois, Monk Society, Agrikol, and L'Gros Luxe. To discover the menu and get teased with mouth-watering pictures, be sure to attend the Facebook event for [Grill Saint-Laurent](#).

If you want to include MURAL's logo in the promotional tools you're making for the event, you can download it on our website. Please note that you cannot claim to be an official partner of the festival, unless you've signed an agreement with them.

You can find the logo under "EVENTS" on the members' page and then under "MURAL."

[EVENTS](#)



**PLASTIC BAGS
BANNED AS OF
JANUARY 1, 2018**



NO MORE PLASTIC BAGS

We want to remind you that the City of Montreal adopted a by-law prohibiting the distribution of certain types of plastic bags in retail stores, starting on January 1st 2018. A grace period for compliance has been offered at the beginning of the year, but don't forget that it ends on **June 5th**, which is World Environment Day.

For more details on the by-law, click on the following link.

VILLE DE MONTRÉAL



FLIPNPIK, MORE VISIBILITY FOR LOCAL BUSINESSES

FlipNpik is a **free** mobile app whose mission is to encourage local shopping. Thanks to its user-friendly and efficient functionalities, users can follow and share your business' activities and products, which will give you more **visibility** and **traffic**.

You can easily take charge of your account, post quality content and share permanent or temporary promotions.

New functionalities will be implemented very soon, which will offer rewards to customers who share posts about your business, making the app interactive!

Your business has already been registered on **FlipNpik**. Check your emails to access your account and take control of it! If you haven't received anything, communicate with Samantha at s.damis@flipNpik-na.com. Don't be shy to ask questions about the functionalities and how to increase your visibility.

Download the app now, post frequently and be part of a healthy local shops community!

MANAGE YOUR ACCOUNT



TOURISME MONTRÉAL MEMBERSHIP



Tourisme Montréal promotes Montreal as a touristic destination and works at maximizing the profits of its members.

The SDBSL is a member of Tourisme Montréal, as well as many businesses of the boulevard. The more we are working towards the same goal (promoting the Saint-Laurent Boulevard as a destination in this case), the stronger the impact will

be.

If you want to become a Tourisme Montréal member, here are the yearly fees by category (also note that a \$75 processing fee could be applicable):

- Attractions / Events / Museums
(-150k visitors) = \$485

- Same categories (150k +) / Big Box Stores = \$865

- Stores = \$440

- Restaurants = \$555

If you are interested, contact Amélie Gravel at 514-844-3240 or at agravel@mtl.org.



REMINDER - PROMOTIONAL OFFER BY BIXI

Don't forget that Bixi is offering a **20% discount** on its **yearly subscription** to the SDBSL members. The offer is valid for each and everyone of your employees, so be sure to share it with them. You can benefit from this special offer **until June 30th** only!

If we're talking numbers, the subscription will cost you **\$72.80 (including taxes) instead of \$91**, quite worth it!

You'll find the promotional code when downloading the PDF document "(FR) Bixi - Abonnements groupés" on the members' page, under "TOOLS" and "PROMOTIONS & CONTESTS."

[MEMBERS PAGE](#)



TOUR DE L'ÎLE AND TOUR LA NUIT

The *Tour la Nuit* and *Tour de l'île* will take place respectively on **Friday June 1st** and **Sunday June 4th, 2018**.

During the *Tour la Nuit*, the Saint-Laurent Boulevard will be closed to cars between Mont-Royal and Bellechasse; the cycling route is passing directly on Saint-Laurent.

During the *Tour de l'île*, the boulevard will be closed between Des Pins Avenue and Marie-Anne Street; the cycling route is going through Rachel Street.

For more details about the event, go to Vélo Québec's website.

[VÉLO QUÉBEC](#)

