

THE *SOCIÉTÉ DE DÉVELOPPEMENT DU BOULEVARD SAINT-LAURENT*

WELCOMES A NEW GENERAL MANAGER

Dear members,

The SDBSL would like to officially announce the departure of its General Manager, Mr Glenn Castanheira. Mr Castanheira is being succeeded by Ms Tasha Morizio. The change was effective as of March 18th 2015.

Ms Morizio, who previously held the position of Director of Operations at the SDBSL, is a dynamic manager with an excess of over 10 years of managerial experience. She held the position of Regional Director for Rouge Nail Bar and served as Vice-President of the SDBSL's Board of Directors.

The SDBSL salutes the departing General Manager, Glenn Castanheira, and wishes him all the best in his new endeavours. Mr Castanheira, who held the position of General Manager since January 2013, oversaw a major reform of the organization and a significant expansion of its activities. Thanks to his audacity and energy, he set in motion a revitalisation strategy on the Saint-Laurent Boulevard that is already paying off. The creation of our new brand image and the establishment of the MURAL International Public Art Festival on the boulevard respectively won the APCM *Grand Prix STRAT* and the *Grand Prix du Tourisme Québécois* for the Montreal region. In addition to the above accomplishments, the extension of business hours for retailers is also part of some of his major achievements.

“It is with great pride that I have accepted the challenge of running the SDBSL. The future of the Saint-Laurent Boulevard is dear to me and I am determined to continue the impressive work initiated by my predecessor. The SDBSL has given new life to our street and I am committed to our members to act in the same vein to boost our cultural and commercial life.”

Tasha Morizio, General Manager

