



**NEWSLETTER**

**MAY 2016**



## **MURAL FESTIVAL 2016**

The 4th edition of the MURAL Festival is just around the corner! For a second consecutive year, the boulevard will be closed to traffic, between Sherbrooke and Mont-Royal, for **11 straight days** (from **June 9<sup>th</sup> to the 19<sup>th</sup>**). To consult the program, visit the [MURAL website](#).

The second edition of Grill Saint-Laurent will be held from **June 13<sup>th</sup> to the 17<sup>th</sup>**. A gastronomic event where several restaurants of the Main will offer an exclusive dish prepared on the BBQ and sold for only \$5! This means an entire week of not preparing lunches so you can taste them all. The **13<sup>th</sup> and 14<sup>th</sup>**, share your experience on social media for a chance to win gift certificates for stores on the boulevard, adding up to \$500! From the **15<sup>th</sup> to the 17<sup>th</sup>**, come join us in the main zone of the festival (in the big parking lot south of Prince-Arthur) to enjoy the all-day-long party atmosphere, from 11am to 9pm.

### [PARTICIPATING RESTAURANTS](#)





## SPRING CLEANING

To prepare the street to welcome all these beautiful people, we are organizing the second edition of the boulevard's spring cleaning. On **Sunday, May 22<sup>nd</sup>**, as of 9am, local residents and employees of the boulevard are invited to get their hands dirty to keep our street clean. As part of a pilot project for 2016, the boulevard is also cleaned daily by a maintenance team put in place by the City of Montreal.

We will take advantage of this gathering to unveil our new flower boxes which will decorate the sidewalks, as well as to install [anti-vandalism vinyls](#) on windows of certain empty locals.

Those brave enough to participate will be offered a free drink as a thank you from 5pm to 7pm at [Laïka](#).

[REGISTER](#)





Parc des Amériques. In addition, musical shows will take place with the public piano, installed by the *Arrondissement du Plateau-Mont-Royal*.

## [CALENDAR](#)



## **TOUR DE L'ÎLE**

Please note that the *Tour la Nuit* and the *Tour de l'Île de Montréal* will be held on Friday the 3<sup>rd</sup> and Sunday, the 5<sup>th</sup> of June, respectively.

Although the St-Laurent Boulevard will not be closed to traffic, other streets will be which will create detours in the area.

[SEE THE MAPS](#)

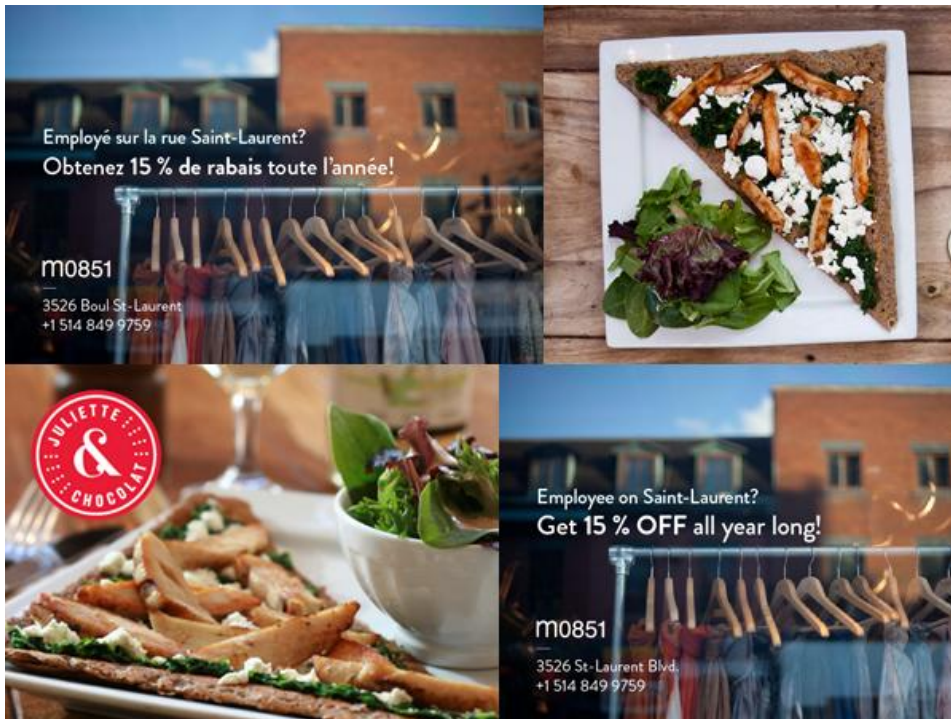




## GET PEOPLE TO KNOW YOU

The [Museum of Jewish Montreal](#) recently settled in on the St-Laurent Boulevard! They organize guided tours in Montreal and offer gift bags to participants. If you'd like to encourage participants in discovering your business, by

providing promotional offers, contact their team at [info@imjm.ca](mailto:info@imjm.ca).



## PROMOTIONS BY AND FOR MEMBERS

Working on the boulevard comes with tons of advantages! Many businesses of the Main offer discounts to employees of the boulevard.

If you'd like to share your offer, contact Guillaume Rho-Lafortune by

email at [guillaume@sdbsl.ca](mailto:guillaume@sdbsl.ca).

See available promotions under the RESOURCES section of the Members' page, under PROMOTIONS & CONTESTS.

[MEMBERS' PAGE](#)



## DISCOVERIES ON THE BOULEVARD

The Main is in constant evolution – nothing new! But we do hope you discover some of the new businesses which recently settled in on the boulevard.

1. [Ezkapaz](#) is not so new, but since they are located on an upper floor, you may be unaware of their existence. This escape game offers 3 rooms, so 3 completely different challenges to overcome.
2. [N2 by Nüva](#) is a new hair salon mixing beauty with art (perfect as their neighbour will be the art gallery, Station 16).
3. [Boudoir 1861](#) is *the* destination to find your wedding dress as well as those for your bridesmaids. The most beautiful day in your life can take shape thanks to Boudoir 1861!
4. [Edible Arrangements](#) offers all kinds of gift ideas ranging from chocolate to fruit bouquets. It's fresh, unique and new!