



# Montréal BIXI & moi

Presented by  
 Manulife



375 ANS À CÉLÉBRER,  
BIXI À PERSONNALISER.

PRESS RELEASE  
FOR IMMEDIATE DISTRIBUTION

## UNVEILING OF THE 375 BIKES FROM BIXI'S SPECIAL 375<sup>TH</sup> ANNIVERSARY COLLECTION PRESENTED BY MANULIFE

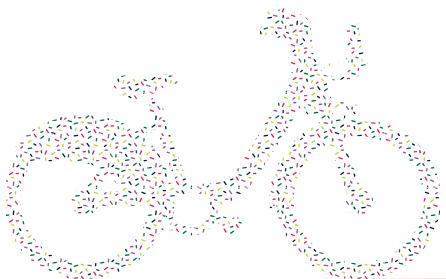
**Montreal, May 28, 2017** - Today, in Place des Festivals, BIXI unveiled the 375 bikes from the special 375<sup>th</sup> anniversary collection, which were designed as part of the "**Montreal, BIXI and Me**" project, presented by Manulife. The grand event was hosted by Catherine Pogonat and included the Mayor of Montreal, Mr. Denis Coderre, the Chairperson of BIXI Montréal, Ms. Marie Elaine Farley, the Executive Director of the Society for the Celebration of Montréal's 375<sup>th</sup> Anniversary, Mr. Alain Gignac, as well as the CEO of Manulife Quebec, Mr. Richard Payette. Also attending the event were the Montrealers and celebrities whose artistic creations were chosen for the special anniversary collection bikes and they were seen riding their new 7-speed creations around Montreal. Their designs had to present an original representation of the city in their eyes using different art forms, such as graphic design, illustration, painting or traditional photography.

"Today, it is thanks to the creative imaginations of Montrealers that we are rediscovering the iconic symbols of Montreal. BIXI has become an emblematic figure of our city. It represents an extraordinary vision of Montreal and these personalized bikes fit perfectly into the spirit of our 375<sup>th</sup> anniversary celebrations. They are truly works of art on two wheels that will be ridden to every corner of the city. I would like to congratulate those who expressed their creativity through their artwork for these bikes and I wish you all an excellent BIXI season. You can all start enjoying it today with our first Free BIXI Sunday of the year!" said the Mayor of Montreal, Mr. Denis Coderre.

Ms. Farley, Chairperson of BIXI MONTRÉAL, added: "In this year of special celebrations for Montreal, I would like to highlight the international recognition that Montreal has received as the capital of active and sustainable transport. Our bike-sharing system is the 3rd most vast in North America and it makes us Montrealers proud. More than 1,200 people responded to the call, wanting to take part in the unique "**Montreal, BIXI & Me**" project. The results are astonishing and we can't wait for you to see these bikes around Montreal's city streets this summer!"

### A PROJECT THAT INCITED PASSION IN THE ARTISTS AND PUBLIC

Following the project launch, numerous Montrealers submitted their artwork, including several artists, illustrators, cartoonists, painters, public figures, professional designers and innovators. The jury, which was made up of representatives from different organizations and associations related to Montreal's 375<sup>th</sup> anniversary, as well as the design industry, selected the 375 winners. Their designs and artwork, which are displayed on the bike frames with the 375<sup>th</sup> logo and the artists' signature, will be ridden in the streets of Montreal as of today.



Presented by

Manulife

Montréal

01  
375BIXI.com



# Montréal BIXI & moi

Presented by



**375 ANS À CÉLÉBRER,  
BIXI À PERSONNALISER.**

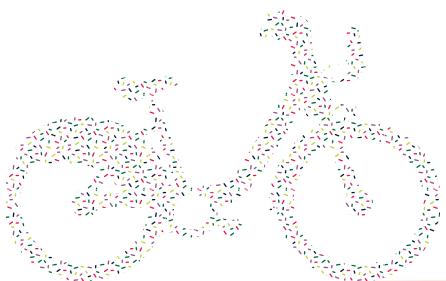
From the artwork chosen, we would like to mention Zilon, a multidisciplinary artist who has painted several murals in Montreal, Pierre Brassard, a well-known actor, comedian and illustrator, Pascal Blanchet, illustrator and cartoonist, and Michel Hellman, cartoonist. The painter Pierre-Paul Pariseau also saw his artwork on a BIXI, as did illustrator Ana Roy and illustrator and fashion designer Cara Carmina. The projection mapping artist Francis Théberge, the graphic designer and visual artist MC Marquis and the graphic designer and artistic director Catherine D'Amours are also among the winners, as are Ali Inay, instagrammer and founder of mtlcafecrawl, and Mélanie Baillaigé, illustrator and artistic director.

"Our 375<sup>th</sup> anniversary year, 2017, is an opportunity for all Montreal players to join forces to help with mobilizing projects like BIXI. The "**Montreal, BIXI & Me**" initiative is a great way to discover the terrific talent Montreal is home to. The BIXI 375<sup>th</sup> anniversary edition is not only a wonderful way to get around to different events in the city, but is also a work of art all Montrealers can ride with pride," said Alain Gignac, Executive Director of the Society for the Celebration of Montreal's 375<sup>th</sup> Anniversary.

## **MANULIFE, PROUD PARTNER OF THIS CREATIVE PROJECT PRESENTED FOR MONTREAL'S 375TH ANNIVERSARY**

"Manulife is proud to celebrate this historical milestone for the City of Montreal by offering BIXI users and Montrealers these original works of art that will travel throughout our city this summer and in the years to come," said Richard Payette. "Congratulations to all the artists, amateurs and professionals, who participated in this initiative. Together, we're not only promoting Montreal, we're also promoting a mode of transportation that helps you to lead an active and healthy lifestyle."

BIXI is an integral part of Montreal's identity, both on a local and international level. That's why Manulife is proud to highlight the city's 375 years by presenting this unique project related to active transport and design. The urban and innovative nature of the contest will leave its mark on the city and make Montreal come alive each and every day when people use BIXI to get around the city.



Presented by



02

375BIXI.com



# Montréal BIXI & moi

Presented by  
 Manulife



375 ANS À CÉLÉBRER,  
BIXI À PERSONNALISER.

## A VERY SPECIAL FIRST FREE BIXI SUNDAY PRESENTED BY MANULIFE

The unveiling of the BIXI 375<sup>th</sup> anniversary collection coincided with the first Free BIXI Sunday of the 2017 season, offered by Manulife. For the second year in a row, Montrealers can discover the pleasure of getting around the city on a BIXI for free on the last Sunday of each month. On these special days, all one-way trips under 30 minutes will be free of charge.

Other upcoming Free BIXI Sundays will take place on June 25, July 30, August 27, September 24 and October 29. Last year, this initiative was a huge success with the public and several thousand Montrealers had the opportunity to discover the bike-sharing system. More than 134,000 trips were taken on those six days.

BIXI would like to take this opportunity to thank their numerous partners for the “Montreal, BIXI & Me” project, including Manulife, BIXI Montréal’s presenting partner, as well as LaPresse+, Infopresse, Astral Affichage, the Society for the Celebration of Montreal’s 375<sup>th</sup> Anniversary and Radio-Canada.

-30-

- ▶ Check out the 375 bikes from the 375th anniversary collection [here](#).
- ▶ You will find event photos and information on BIXI MONTRÉAL in our media [section](#).

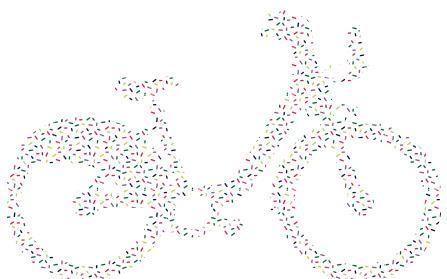
## FOR MORE INFORMATION

### BIXI-Montréal

Bérengère Thériault, Spokesperson  
514 999-6493

### City of Montreal

Marc-André Gosselin, Press Agent, Executive Committee and Mayor's Cabinet  
514 290-1194



Presented by

Manulife

Montréal

03  
375BIXI.com



# Montréal

## BIXI & moi

Presented by



375 ANS À CÉLÉBRER,  
BIXI À PERSONNALISER.

### ABOUT BIXI MONTRÉAL

BIXI-Montréal is a non-profit organization created by the Ville de Montréal to manage the bike-sharing system in Montreal. In 2017, the network will have 6,250 bikes and 540 stations in Montreal, Longueuil and Westmount.

### ABOUT MANULIFE, BIXI-MONTREAL'S PRESENTING PARTNER

Manulife Financial Corporation is a leading international financial services group that helps people make their hopes and dreams a reality by prioritizing their needs and providing them with good recommendations and solutions. We operate as John Hancock in the United States, and Manulife elsewhere. We provide financial advice, insurance, wealth and asset management solutions for individuals, groups and institutions. At the end of 2016, we had approximately 35,000 employees, 70,000 agents, and thousands of distribution partners, serving more than 22 million customers. On March 31, 2017, we had a trillion dollars (US\$754 billion) in assets under management and administration, and in the previous 12 months we made more than \$26.3 billion in benefits, interest and other payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 100 years. With our global headquarters in Toronto, Canada, we trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong.

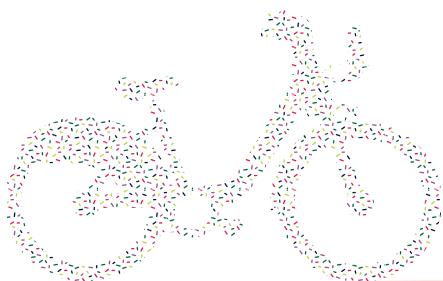
### ABOUT THE SOCIETY FOR THE CELEBRATION OF MONTRÉAL'S 375TH ANNIVERSARY

The Society for the Celebration of Montréal's 375<sup>th</sup> Anniversary is a non-profit organization whose mission is to organize the celebrations and socioeconomic contributions that will highlight Montreal's 375<sup>th</sup> anniversary in 2017. With a focus on promoting Montreal expertise, it acts as a catalyst for local forces to carry out its mandate: mobilize the community, implement a funding strategy, rigorously manage funding, develop quality programming and ensure the visibility of the celebrations.

- The Society benefits from the support of the Ville de Montréal, the Government of Canada, the Gouvernement du Québec and private funding from 12 Great Montrealers. For more information: [375mtl.com](http://375mtl.com)
- For the complete list of press releases and other images and videos, go to our virtual press room by [clicking here](#).
- Follow us live on our [Twitter feed @375Mtl](#).
- Follow us on [Facebook](#).
- To learn more about the contribution of the Gouvernement du Québec to Montréal's 375<sup>th</sup>, [click here](#).

#### Society of the 375<sup>th</sup>

Isabelle Pelletier  
514-238-4178  
[ipelletier@375mtl.com](mailto:ipelletier@375mtl.com)



Presented by



04

375BIXI.com



# Montréal BIXI & *moi*

Presented by



375 ANS À CÉLÉBRER,  
BIXI À PERSONNALISER.

## ABOUT LA PRESSE, BIXI-MONTREAL'S MEDIA PARTNER

*La Presse* is a French-language newspaper of reference in Canada and its content is available on several platforms (digital edition for tablets, mobile apps, web, paper). *La Presse* stands out for its distinctive, rich and diversified coverage of the news. A recipient of numerous distinctions for the quality of its content and presentation, *La Presse* is also recognized for its series and in-depth articles, as well as for the large space it dedicates to debates. *La Presse+*, the free digital edition of the paper, uses all of the multifunctional capabilities of a tablet and offers the most complete news experience ever offered by the largest newsroom in Quebec.



INFOPRESSE®

vive 375

Montréal 375