

VINUM & MUSICA

WEDNESDAY, OCTOBER 19, 2011 – IEGOR, HÔTEL DES ENCANS

Press release
For immediate release

\$175,000 for the Montreal International Musical Competition

Montreal, Monday, October 24, 2011 – Vinum & Musica, the annual event benefiting the Montreal International Musical Competition (MIMC), held in partnership with the SAQ, took place last Wednesday evening in Montreal and raised an amount of \$175,000, under the honorary presidency of Mr. Bernard Poulin, President and Chief Executive Officer of Groupe S.M. International Inc. Mr. Paul T. Kefalas, Grand Maître of the Commanderie de Bordeaux in Canada, once again headed the organizing committee for this outstanding evening.

Vinum & Musica 2011 brought together several wine connoisseurs and enthusiasts for an auction of “large format” bottles of wine offered in Magnum, Double-Magnum, Rehoboam, Jeroboam, Imperial, Methuselah, Salmanazar, Balthazar, and Melchior sizes! Bidding was fast and furious for the bottles being offered, as well as for a prestigious stay in Paris and Champagne along with an exclusive visit to Bordeaux’s vineyards, offered by CHANEL, the Hôtel Le Bristol Paris and Dom Pérignon.

A wonderful champagne and several fine wines were graciously served to guests throughout the evening. Some of these were offered by Mr. Hubert de Boüard de Laforest, co-owner of Château Angéus, Premier Grand Cru Classé of Saint-Émilion, Château Bellevue, Saint-Émilion, as well as of La Fleur de Boüard, Lalande-de-Pomerol.

The event took place at IEGOR - Hôtel des encans, an auction house located, since 2004, in the old St. Henri Church. Several personalities from the business world and the arts scene were in attendance at what has become a very popular event in the Montreal autumn season. On the heels of this financial success, everything is set in motion to prepare for the 7th edition of Vinum & Musica in October 2012!

Montreal International Musical Competition (MIMC)

The goal of Vinum & Musica is to raise funds that will ensure the ongoing operations and long-term future of the MIMC. This annual competition is open to young singers, violinists and pianists from around the world who intend to pursue a professional career.

The next edition of the MIMC will be dedicated to voice and will welcome the world’s finest young singers to Montreal on May 28 to June 8, 2012. A violin edition will follow in 2013, and a piano edition in 2014. The Montreal International Musical Competition is a member of the World Federation of International Music Competitions.

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