
CROISIÈRES M/S JACQUES-CARTIER AND FESTIVAL DE LA CHANSON DE TADOUSSAC (TADOUSSAC SONG FESTIVAL) PARTNER TO OFFER A UNIQUE CRUISE IN 2018

Tadoussac, June 29, 2017 – As the activities of the 34th edition of the Tadoussac Song Festival, *Festival de la chanson de Tadoussac*, got under way today, the Harvey family, owner of the cruise ship *M/S Jacques-Cartier*, announced that a partnership has been formed with the *Festival de la chanson de Tadoussac* for the Festival's 35th edition. The organizations will work together to enable some 60 cruise passengers leaving Montréal on an 8-day cruise to discover the St. Lawrence, its many islands and the majestic Saguenay fjord. The cruise package includes three stopovers during which passengers will be able to enjoy Festival activities.

“We are very proud to partner with the *Festival de la chanson de Tadoussac*, a high-calibre event in the Tadoussac area. Our customized cruise package will allow visitors from Europe and Québec to discover our beautiful province from another vantage point—the water—adding a very interesting cultural component. By enabling this clientele to attend and enjoy Festival activities over three days, we are offering them an exciting, overall experience both on board ship and on land and letting them see, get to know, navigate and experience the St. Lawrence”, said *Croisières M/S Jacques-Cartier* Vice-President Maryse Camirand.

From June 24 to July 1, 2018, *Croisières M/S Jacques-Cartier* will offer cruise passengers an opportunity to experience and discover 40 isles, islets and island-like entities dotting the St. Lawrence between Québec City, the South Shore and Charlevoix on the North Shore. This itinerary is ideal for contemplatives since the ship will sail along riverbanks, shorelines and archipelagos, taking the time to observe the local wildlife and plant life accompanied by specialists, who will help cruise passengers discover unusual elements typical of island environments. The excursion will enable participants to admire various archipelagos, including those of Isle-aux-Grues, Kamouraska and Les Pèlerins. Another leg of the journey will enable adventurers to discover the Saguenay fjord, a grandiose site bordered by steep cliffs ranging from an average of 150 m in height to more than 400 m in certain locations. Stops are planned on land at Île Verte, Tadoussac and Cap-Éternité to visit the attractions these venues offer and make fascinating discoveries in the company of experts.



In the context of these cruises, which will officially begin in 2018, *Croisières M/S Jacques-Cartier* has already planned 16 stopovers in Tadoussac, as part of its “Lighthouse Hopping” and “St. Lawrence Islands and Saguenay Fjord” itineraries, which can currently be booked online.

“We are pleased and proud to be able to count on the support of *Festival de la chanson de Tadoussac* and *Escale Tadoussac--Haute-Côte-Nord* in the context of the cruises we offer our clientele. The Festival is a unifying event that has enjoyed renown for some 30 years now. We have always had excellent ties with *Escale Tadoussac*. We consider both organizations first-rate partners in developing our cruise packages and are glad to be working with them”, added Michel Harvey, President of *Croisières M/S Jacques-Cartier*.

Vacation packages can now be booked online at <https://www.msjacquescartier.com>. Reservations are still open and Earlybird specials are available for those who book their cruise package online now.

ABOUT CROISIÈRES M/S JACQUES-CARTIER

Croisières M/S Jacques-Cartier's novel concept offers voyages exploring Québec's major navigable waterways and the Great Lakes, ranging from 5 to 10 days in length. This active, innovative approach offers dynamic activities combining hiking, respectful, harmonious observation of wildlife and plant life, and visits to historical sites and communities. When possible, passengers will travel in zodiacs and/or kayaks launched right off the ship to reach the sites in question or to discover the St. Lawrence River accompanied by seasoned guides. Exciting, original experiences are guaranteed!

On board the ship, with its 34 cabins, relaxing, entertaining activities will be offered on a range of subjects (introductory workshops, awareness-raising presentations, a personalized approach based on health and well-being, culinary adventures featuring regional products, an area for relaxation and contemplation). New and tested-and-true pastimes, organized around a variety of themes and supported by input from specialists, will spark passengers' interest.

ABOUT FESTIVAL DE LA CHANSON DE TADOUSSAC



Founded in 1983, *Festival de la chanson de Tadoussac* is an event featuring some 40 well-known and emerging artists and groups from throughout Canada and even abroad. All of Tadoussac becomes one big site showcasing song, with numerous stages offering musical performances for festival-goers' enjoyment.

For the past 15 years, the organization has also offered a 4 1/2-day training session on song writing, reserved for 8 emerging artists.

This year, an alliance has been formed with *Festival en chanson de Petite-Vallée*. The Tadoussac Song Festival is an event where visitors and artists can rub shoulders and which features several thousand participants annually.

Source:

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