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OFF 375 unveils its signature and announces its 100 % History activities

The History Museums will present 16 new temporary exhibitions and more than 30 events in 2017

MONTREAL, (Quebec), December 13, 2016 - Montreal History Museums today unveiled the distinct brand signature of its new campaign: OFF 375: 100 % History, during a press conference held this morning at the Bonsecours Market, in the presence of Marc-André Coallier, the campaign spokesperson, along with other partners of OFF 375.

"Montreal's 375th anniversary is more than ever an opportunity to discover and explore Montreal History Museums, the guardians of our collective memory. They all talk about Montreal's history in their own way. They preserve, share and take care of our distinct heritage, " said Mr. Coallier.

On the occasion of Montreal's 375th anniversary, Montreal History Museums will distinguish itself from the official programming to underline in a singular way the richness of the city's cultural and historical heritage. The History Museums will make their collections and archives accessible to the public - more than two million objects - through fifteen permanent exhibitions, unique buildings and historical sites, along with a host of varied and exciting activities. In 2017, there will be 16 new exhibitions and more than 30 events.

OFF 375: 100 % History is an opportunity for the History Museums to invite Montrealers and tourists to celebrate Montreal "all in history" in 15 museums located throughout the Greater Montreal area. "We fulfill our mission by highlighting our city's historical heritage, as well as the men and women who have shaped the unique personality of Montreal," said André Delisle, executive director and curator of Château Ramezay and president of Montreal History Museums.

100 % History content, contests and packages

OFF 375 will also contribute by publishing 100 % History daily content on the Facebook page: [Facebook.com/off375](https://www.facebook.com/off375) and creating a major contest.

Thanks to partners that are committed to Montreal's historical and cultural heritage, OFF 375 can count on Journal Métro, the campaign's main partner, that will publish columns from the point of view of Montreal's historical figures, starting January 2017. In addition, a major contest will be undertaken in collaboration with Journal Métro, an airline and Montreal History Museums, allowing lucky winners to fly to France and

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follow in the footsteps of the founders of Montreal, in January 2018. Finally, culture and car sharing lovers will be able to move from one museum to another via the car2go app and the OFF 375 new website. Members will benefit from 2-for-1 deals any day of the week, including week-ends during the summer. Also, the Small Hotels Association of Montreal will offer special packages for tourists.

An OFF 375 section on Montreal History Museums' new website will provide more details on these activities, also accessible by mobile phone: Musees-histoire-montreal.ca.

The OFF 375: 100 % History campaign is a project funded within the framework of the Cultural Development Agreement between the city of Montreal and the Ministry of Culture and Communications.

About Montreal History Museums

Montreal History Museums is a voluntary association bringing together 15 museums dedicated to history and working to educate Montrealers about the richness of their history and heritage. Montreal History Museums' mission is to spread and highlight our city's history in a lively and authentic way.

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