

HISTORY & MAGIC

Old Montreal unwraps its 2023 holiday season promotional campaign

Montreal, December 1st – It is in the spirit of the season – one that combines good cheer and special moments – that the SDC Vieux-Montreal, in partnership with the Ville-Marie borough, is launching its promotional campaign for this most wonderful time of the year: *OLD MONTREAL: HISTORY & MAGIC*. The 2023 edition of the holiday season campaign, which lists out all initiatives, activities and promotions related to end-of-year celebrations across Old Montreal, will feature a multitude of suggestions aimed to delight, including illuminated light paths, must-see destinations, as well as exclusive experiences that are guaranteed to amaze. All this, sprinkled with a touch of winter magic, in a context steeped in Old Montreal's unique heritage. It is therefore, in the form of an invitation to rediscover the district's historical cachet, bathed in a charming touch of magic, that the SDC announces this year's special holiday season campaign: *Old Montreal: History and Magic!*



A festive December marked by festivities, across all sectors of activity

Via this campaign, the SDC first and foremost proposes to introduce, with the help of select Montreal ambassadors, a complete calendar of holiday festivities throughout the historic district, featuring the many local businesses and cultural collaborators who contribute significantly to Old Montreal's irresistible appeal. The audience reached through this promotion, will be delighted by the range of offers, from festive soirées, including New Year's Eve celebrations, gourmet holiday menus and gift ideas, to cultural outings the whole family can enjoy, during the end-of-year break.



In addition, a special spotlight will be placed on the magnificently decorated shop windows glowing throughout the neighbourhood. These creations made by Old Montreal entrepreneurs, make for a sparkling atmosphere, in and of itself. In other words, a whole trove of delights to discover awaits in Old Montreal, this holiday season!

A holiday entertainment program created by the local community

Among the special cultural activities included in the historic district's December calendar, [Holidays on the Pointe](#) by Pointe-à-Callière, will transport visitors into an unparalleled Christmas atmosphere, thanks to a program of varied and impromptu activities. Nearby, a magical stop located on Place Royale will host their most recent temporary exhibit, *Saint-Lawrence River, Echoes of the Shores*. In addition, [Les Choralies](#), a series of free concerts taking place from December 2 to 17 at the Notre-Dame-De-Bon-Secours Chapel (still in celebration mode, to mark its 250 years of existence), where a *cappella* singing will ring through the air, rendering melodious homage to Christmas tradition in one of Old Montreal's most cherished settings. This year, more so than ever before, the Marguerite-Bourgeoys Historic Site will be a place of pure enchantment, decorated in all the festiveness of what promises to be an unforgettable holiday season!



To brighten things up even more, visitors will be able to soak up the old district's beauty and history this month, not only by strolling through Old Montreal's spectacularly illuminated public squares spruced up with winter rest areas, but also by visiting the Château Ramezay in festive-mode, or the Sir-Georges-Étienne-Cartier national historic site with its end-of-year special event: [A Victorian Christmas](#). Attractions sure to please kids and grown-ups alike!



Outdoor enthusiasts will be delighted to know that the [Christmas Secrets of Old Montreal](#) walking tours will be offered by Guidatour, every weekend throughout the month of December. The tours allow for the perfect opportunity to explore [the spectacular light decorations installed throughout Old Montreal, now shining across nearly thirty sites in total.](#)



Those wishing to experience the ultimate magical moment can do so by visiting the iconic Notre-Dame Basilica—enthroned before the marvellously decorated Place D’Armes with its constellation of shimmering stars – where the acclaimed [AURA experience](#) will transport its audience every week, throughout December. Also on the Notre-Dame basilica’s program of splendid events, is the [Candlelight Holiday Special: Nutcracker and others](#), as well as [Handel’s Messiah](#), a sumptuous concert conducted by Yannick Nézet-

Séguin, Principal Conductor of the Orchestre Métropolitain.

Holiday contests for the #GENSDUVIEUX community, throughout the month of December

In addition to the plethora of festive content and diverse activities proposed in this promotional holiday campaign, a *contest* portion dedicated to the local Old Montreal community #GENSDUVIEUX, will be in effect over a 3-week period in December. Workers, entrepreneurs and residents of the area are cordially invited to sign up to the [Gens du Vieux Facebook group](#) to stay up to date on all the details.

All content relevant to the OLD MONTREAL: MAGIC AND HISTORY campaign will be hosted on the [vieuxmontreal.ca digital platform](#) and will be accessible on Old Montreal’s official social networks, via the hashtag [#historiqueetfeerique](#).

About the SDC Vieux-Montréal

In addition to representing the 2400 established businesses in the area while building and maintaining a tight-knit community, SDC Vieux-Montréal sees to the local economic development of the historic quarter through a variety of initiatives, contributing significantly to the destination’s year-round appeal. Ensuring a unique and unforgettable experience for visitors to Old Montreal lies at the very heart of every development project imagined and undertaken by the SDC Vieux-Montréal.

Official partner

