



## LAURENT PAQUIN: NEW SPOKESPERSON FOR *IN TOWN WITHOUT MY CAR!*

### On September 22, the AMT welcomes you to the new Car-free City

**Montreal, September 1, 2009** – Agence métropolitaine de transport (AMT) today officially announced that the seventh annual *In town without my car!* will take place in downtown Montreal on September 22.

In the presence of Michel Labrecque, chairman of the board of directors of the Société de transport de Montréal (STM) and municipal councillor in the Plateau-Mont-Royal Borough at the Ville de Montréal, Alexandre Duplessis, director, business development, at Transdev, the event's presenting sponsor, and Laurent Paquin, the new spokesperson for *In town without my car!* Joël Gauthier, president and chief executive officer of AMT, revealed the program for the event.

#### **A revamped concept with an exciting program that reflects the human community**

This year, the AMT has planned a festive program in a completely revamped concept. "On September 22 at 9:30 a.m., rather than closing off an area to cars, we will be inaugurating a new car-free city," said Mr. Gauthier. "This new city will have numerous activity points that I am sure will interest all visitors. As people become increasingly aware of the positive actions they can take for the environment, for the 7<sup>th</sup> edition of *In town without my car!*, the AMT will give them a look at a city where transportation is fully sustainable, active and resolutely public," he added.

This year, instead of booths, there will be a host of entertaining and interactive activities. Visitors will find themselves in the heart of a recreated city with many public areas, including a School, City Hall, the Business District, the Stock Exchange, the Market Square, the Community Centre, etc. The Park will attract all those who love extreme sports, with inline skating, skateboarding and BMX demonstrations. To the driving rhythms of a DJ, there will be a friendly competition for up-and-coming Quebec athletes at 6 p.m. This area will remain closed until 8 p.m. in order to present activities after business hours.

Starting at noon, Phillips Square will throb to the beat of the Porn Flakes and their guests Bruno Landry, Patrick Bourgeois, Lulu Hughes, Martin Fontaine, Elizabeth Blouin Brathwaite, etc. who will entertain visitors during show presented by Le Diplomate. This will also be an opportunity to hear the new *In town without my car!* theme song, written and performed by up-and-coming singer-songwriter David Tremblay. The new song, entitled *Un point c'est tout*, is full of hopeful messages and conveys the festive nature of the event. In addition, this year's *In town without my car!* will be a little more high-tech, with the Car-free City audioguide produced by Audiotopie and available as a downloadable MP3 file on the AMT site ([amt.qc.ca](http://amt.qc.ca)).

### **Leaders in sustainable transportation**

Again this year, the AMT hopes to make people and companies more aware of active public transit. *In town without my car!* is aimed at reducing excessive reliance on single-occupant vehicles (SOVs) and informing the public of various alternative methods of transportation. "Companies also play a major role in raising awareness, and we would like to acknowledge their efforts publicly," said Mr. Gauthier. To do so, the Centres de gestion des déplacements de Montréal and the AMT will be presenting the Sustainable Development Leader awards at a breakfast to be attended by companies and institutions that have paved the way to better practices in sustainable mobility over the past year.

The AMT, in partnership with the Ville de Montréal and the STM, has organized *In town without my car!* for the past seven years. "Since I am responsible for transportation and public transit, I'm delighted with the growth and development of *In town without my car!* and how the growing number of participants reflects a collective desire to improve quality of life," said André Lavallée, vice-chair of the Executive Committee, responsible for urban planning and public transportation. This event is directly related to the goal of the Ville de Montréal's transportation plan to reduce the number of motorists on the Island and encourage the use of active public transit, and we are proud to participate in it."

### **The largest perimeter in the world**

For the duration of the event, the area bordered by McGill College and Saint-Urbain (open) and René-Lévesque and de Maisonneuve (open) will be closed to car traffic. The Place des Arts Esplanade (Sainte-Catherine, between Jeanne-Mance and Saint-Urbain) will be closed from 8 a.m. to 8 p.m. in order to extend the event and present some of the activities on the program. This is the largest area to be closed to all car traffic among the 1,300 cities that organize similar events around the world.

"A day like this makes us realize that SOVs figure too prominently in our daily trips, on the highway network, in central districts and in the downtown core. They rob space from active, public transit, and from homes and green space. Events like this give us an opportunity take stock and to say this, even if it's not what some people want to hear," said Michel Labrecque.

## **Event partners**

It would be difficult to organize this type of event without the support and cooperation of many other partners, including the Ministère des Transports du Québec, the Ministère du Développement durable, de l'Environnement et des Parcs du Québec, Transdev, Bombardier Transport, Transport Canada, SNC-Lavalin, Corus, Le Diplomate, Audiotope and Mountain Equipment Co-op. Many other partners have contributed to ensuring the success of the event's activities, presentations and demonstrations.

Transdev has teamed up with this event for the third straight year and is this year's presenting sponsor because the very spirit of this event reflects Transdev's core objective of implementing transit solutions that bring people together while protecting their environment. "By operating various modes of transportation that offer flexibility, safety and comfort, we contribute to the entire community's efforts to easing the burden on our planet," said Alexandre Duplessis.

## **New spokesperson**

"I chose to team up with this event because the environment is a cause I take very seriously. Making small daily efforts such as using public transit, even a couple of times a week, can make a big difference," said Laurent Paquin, humorist and program host at CKOI. "I encourage everyone to take part in this festive day chock-full of activities."

"Corus Québec and its stations in Montreal are very pleased to partner with the AMT's *En ville, sans ma voiture!* on September 22, and to take part in reflecting on our transportation habits and choices," said Mario Cecchini, vice-president of Corus Québec.

## **A look back at 2008**

The sixth edition of the event in 2008 attracted nearly 50,000 people as soon as the area was closed off to traffic, and the strong turnout continued throughout the day. Air quality improved, with a 70% decrease in nitrogen oxides within the event's perimeter, compared to readings taken the same day outside the perimeter.

A survey by Ipsos Descarie a few days afterward showed that there was excellent awareness of the event: 96% of the respondents said they had heard of the event, 48% of them had given thought to their commuting habits and 20% said they intended to change these habits. A total of 94% respondents said they were in favour of Car-free Day and hoped the area it covered would be maintained or expanded.

## About the AMT

The Agence métropolitaine de transport is a government agency with metropolitan scope, which has the mission of expanding and planning public transit services in order to improve the efficiency of individual travel in the metropolitan Montréal area. The AMT currently operates 5 train lines, 52 stations, 2 metropolitan express bus lines, 61 park-and-ride lots, 16 metropolitan terminuses and 85.2 km of reserved lanes. Annual ridership on the commuter train lines is close to 16 million passengers, which puts the greater Montréal area in sixth place in North America. For more information, visit [amt.qc.ca](http://amt.qc.ca).

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# AN EVENT ORGANIZED BY THE AMT

IN COLLABORATION WITH:

Montréal 

 STM

Transports Québec  Avec la participation de :  
Ministère du Développement durable,  
de l'Environnement et des Forêts

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