



ELLE QUÉBEC celebrates its 25th anniversary in style!

Montreal, September 18, 2014 – *ELLE QUÉBEC* is pleased to celebrate its 25th anniversary this fall with its readers and partners. In the next few weeks a number of events will be held in Montreal that will delight aficionados of fashion, beauty and culture. *ELLE QUÉBEC*, in its typically dynamic way, will also put out a special issue in October. With photos by the incomparable Bryan Adams, the cover will present five of *ELLE QUÉBEC*'s models and icons representing the brand's different eras. The issue will be available on newsstands, tablets and in an iPad version as of October 3rd.

"We wanted to celebrate our 25th anniversary by focusing on the five pillars of *ELLE QUÉBEC*: fashion, beauty, culture, lifestyle and society," says Sandra Abi-Rashed, Brand Director at TC Media. "From the very first, we have consciously sought to reshape the boundaries of fashion in order to inspire, inform and entertain our readers. So it was natural for us to share this unique moment in the history of *ELLE QUÉBEC* with our readers and thank them for their loyalty by inviting them to this series of events."

Four celebrations!

Starting this evening at the well-known Le Windsor, *ELLE QUÉBEC* will roll out the red carpet for the 3rd annual *Bulles & tendances* event. On the menu for this stylish and must-attend event are make-up by L'Oréal Paris, fashion hosted by designer Denis Gagnon, atmosphere laid down by DJ YO-C, cocktail bar by Le Prosecco Zonin, festive hors d'oeuvres and a video on 2014's fashion trends.

ELLE QUÉBEC is also launching a series of free movies in association with Phi Centre. For *ELLE QUÉBEC fait son cinéma*, the brand asked Quebec personalities to present their favourite films to its movie-loving readers, fans and website visitors. The first screening takes place on September 24 and will be presented by Denis Gagnon, a popular Canadian designer. A second screening is scheduled for October 28, with actress Sophie Cadieux.

On Monday, October 6 at Club Soda, *ELLE QUÉBEC* in association with ICI Musique will present its first free concert. The show, *C'est notre tour*, will be hosted by Monique Giroux and will receive some 600 guests. All will enjoy the sounds of Quebec artists Brigitte Boisjoli, Ingrid St-Pierre, Catherine Major and Florence K. A concert that's not to be missed!

Lastly, as a special gesture, Ogilvy will open its store for *ELLE QUÉBEC*'s 25th anniversary to pay tribute to the fashions of today and the past 25 years. October 9 will be a unique evening of shopping and activities

for fashion lovers. Also, from October 3 - 26, a dress made of images from the magazine and designed by Quebec designer Marie Saint Pierre will be displayed in the Ogilvy store window on St. Catherine St. West.

A new limited edition dress collection

ELLE QUÉBEC will also mark its 25th year with a special collaboration with Montreal-based retailer RW&CO. The retailer has designed an exclusive collection of dresses for the Christmas Holidays, with the contribution of Denis Desro, Fashion Editor of the magazine and guest designer. The ELLE collection by RW&CO. is a limited edition of eight dresses that will endow women's wardrobes with refinement and glamour. Available as of November 1, the collection will be available at all RW&CO. stores across Canada and on their website. Plus, one of the eight dresses will be premiered at the *Bulles & tendances* event.

So celebration is the watchword for *ELLE QUÉBEC*'s 25th birthday as it reaches out to its readers by inviting them to events that reflect their passions, interests and lifestyles. Find out more on the *ELLE QUÉBEC* website at > www.ellequebec.com/celebrations.

About TC Media

ELLE QUÉBEC is a brand of TC Media, Canada's leading provider of media and marketing activation solutions, employing over 3,500 people. TC Media reaches 24 million consumers in Canada through its integrated multiplatform offering that includes print and digital media, the production of magazines, newspapers, books and custom content, mass and personalized marketing, interactive and mobile applications, and door-to-door distribution.

TC Media is a division of Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), which has over 9,000 employees in Canada and the United States, and revenues of C\$2.1 billion in 2013. Website www.tc.tc.

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