

**FOR IMMEDIATE RELEASE**

## **PRESS RELEASE**

**FILMING OF FRENCH TV SHOW LA PETITE SÉDUCTION FROM JUNE 6<sup>th</sup> – 11<sup>th</sup> IN CANMORE !**

CANMORE, APRIL 12, 2014 - The Banff/Canmore Region of the Alberta French Canadian Association is thrilled to announce the filming of popular TV Show *La Petite Séduction* from June 6<sup>th</sup> -11<sup>th</sup> in Canmore.



Inspired by the French Canadian much acclaimed movie *La Grande Séduction (The Grand Seduction)*, the popular TV Show *La Petite Séduction (The Little Seduction)* with Dany turcotte is a one hour show airing on the Radio-Canada network (French CBC) with over 700,000 viewers each week across the country.

After visiting over 160 unique villages in Quebec, a few lucky Canadian locations, *La Petite Séduction* will return for its 9<sup>th</sup> season featuring a Canmore episode to be filmed from June 6<sup>th</sup>-11<sup>th</sup>, to be aired in July 2014. The Canmore episode will host Frederick De Grandpré presently starring in two very popular TV shows : *Mémoires Vives* (CFC French) and *Les Jeunes Loups* (TVA).

« The show will aim to *seduce* a guest starring celebrity and its viewers while showcasing Canmore's attractions and the beautiful landscape in the heart of the Rockies. Banff and Canmore's French and English communities will be invite to unite their energies, talent and creativity in order to organize a large scale seduction throughout filming that will touch the special guest's heart and invite them all to come visit and may be ....even move out ! As the adventure unfolds, through fun, humour and emotion, the viewers will discover new aspects of the celebrities, as well as our dynamic and vibrant community in beautiful Rockies .» said, Isabelle Cliche, President of ACFA / Canmore, Banff. «In order to insure the success of this great project and the opportunity to highlight Canmore and The Bow Valley to the rest of Canada, all Bow Valley residents are invited to participate, get involved and join the volunteer based organizing committee. »

To know more about La Petite Séduction filming details, residents are invited to attend a public event and meet with production team and organizing committee:

**PUBLIC EVENT : La Petite Séduction in Canmore**

Monday, April 21st, 2014 at 7 :30 pm

Francophone Community Centre in Canmore (3100B Stewart Creek Drive)

To obtain more information and/or participate as a volunteer on *La Petite Séduction* TV filming, please contact Louise Létourneau, Business & Community Development at ACFA / Régionale Canmore, Banff at 403.678.0082 o/ [canmore-banff@acfa.ab.ca](mailto:canmore-banff@acfa.ab.ca).

*La Petite Séduction* TV show filming project is being supported by Conseil de développement économique de l'Alberta (CDÉA).



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