



On Monday, February 22nd at L'Epicier Restaurant, Montreal Highlights Festival joined with "The New Orleans Hotel Collection" to celebrate their first sponsorship and partnership for this 11th edition. New Orleans is the featured city at the 2010 Montreal Highlights Festival thanks to the involvement of the New Orleans Hotel Collection (NOHC).

"I am very proud that the NOHC is a festival sponsor. We came here to spotlight and promote the excitement of The City of New Orleans. History, traditions, religious roots and language link New Orleans with Montreal. We share a love of festivals and jazz," said Joe Jaeger, Partner, NOHC.

In a collective effort to rekindle Montreal travel to New Orleans, The NOHC is inviting the participants of Montreal Highlights to experience the excitement of New Orleans and enjoy its great cuisine. "Take a leisurely stroll along the Mississippi River, discover the art galleries and antiques of Rue Royal, take part in the lively nightlife of Bourbon Street or travel stress-free with a close stay to the airport. Our charming hotels are conveniently located near New Orleans' best attractions and are set apart by distinctive style and personalized service," said Craig Hulford, Area General Manager for the New Orleans Hotel Collection. The Collection is also offering two Jazz Fest New Orleans weekend prizes. The entry form is right on the Montreal Highlights Festival website. To create further awareness The NOHC will soon be offering special packages created specifically for The Montreal market.

The NOHC is proud that its Executive Chef, Tom Wolfe, is a featured New Orleans Chef, paired with Montreal's Chef Laurent Godbout. Chef Wolfe has a unique menu using the traditional local Louisiana products supplied by the fisherman, farmers and hunters living in this region. His menu features: an amuse bouche combining Louisiana alligator, frogs legs and Tabasco; Louisiana jumbo lump crabmeat, grilled Louisiana oysters, Louisiana gulf shrimp with stone ground grits; redfish topped with crawfish navigate, venison loin with tasso braised greens and Steen cane syrup and roasted duck breast. Chef Tom is known for his flair for local cuisine, "I attended culinary school in New Orleans and have worked in the finest restaurants with Chef Emeril Lagasse and the Ralph Brennan Group. I am proud that my cooking has been recognized by The James Beard Foundation, Zagat New Orleans guide, food critic John Mariani and Wine Spectator, to name a few," stated Chef Wolfe.

The luncheon event marks the beginning of a new era of Louisiana and Montreal working together, "Many of the leaders of New Orleans tourism and business community understand the potential economic impact of increasing our presence in Montreal and also creating some new and exciting Montreal activities in New Orleans," said Joe Jaeger, in his closing remarks. He acknowledged how successful Montreal has been in creating summer and winter festival activities, "We are proud to be partnering with the Festival."