



PRESS RELEASE
For immediate release

Montréal–Trudeau airport now offering downloads of books by Québec authors through the *Lire vous transporte* project

Montréal, April 2, 2015 – Aéroports de Montréal (ADM) is pleased and proud to partner with the Association des libraires du Québec (ALQ) and Bibliothèque et Archives nationales du Québec (BAnQ) to provide users of Montréal–Trudeau airport with a free digital library comprising 35 downloadable titles, via the platform lirevoustransporte.com.

“Passengers can browse this selection of more than 30 titles by Québec authors in both English and French, and get a taste of the extensive collection of Québec e-books that is now available,” says Christiane Beaulieu, ADM’s Vice-President, Public Affairs and Communications. “The service enhances our users’ customer experience while at the same time promoting Québec authors and their works.”

For her part, Christiane Barbe, BAnQ’s Chair and CEO, adds: “*Lire vous transporte* is a showcase that will help widen the reputation of talented Québec writers as well as developing travellers’ taste for e-books. BAnQ is delighted to be a part of this initiative, and I take this opportunity to remind all Québécois that, with a simple online subscription, they can enjoy our collection of e-books, among other offerings.”

And Katherine Fafard, Executive Director, ALQ, explains: “The ALQ’s goal with this initiative is to encourage people to read by expanding our presence in busy public spaces, allowing people to discover books and writers and, in turn, creating demand. We also want to raise awareness of the digital sales departments of Québec’s independent booksellers—because yes, it is possible to read books by local authors in digital format, and to support local platforms. I congratulate ADM for its commitment to literacy and I thank BAnQ for its involvement.”

The project allows airport users to download to their smartphone, tablet or e-reader, via a URL, the first chapter of any of the books available in five categories: Novel, Youth, Thriller, Essay/Bio, and Guide. Complete instructions for downloading are posted in the airport’s rest areas, located mostly along the international jetty. After enjoying the preview chapter, passengers can read the rest either by borrowing the complete e-book from the BAnQ portal or by purchasing it from the leslibraires.ca site (in print or digital format). Users are also invited to share what they’re reading on Facebook or Twitter, using the hashtag #lirevt.

Lire vous transporte has been available since 2013 on Montréal buses and in the métro thanks to a partnership between the ALQ, the Société de transport de Montréal and les Bibliothèques de Montréal. In the fall of 2014, the Bibliothèque de Québec and the Réseau de transport de la Capitale (Québec City’s public transit authority) joined as well. With ADM and BAnQ as the latest partners, the initiative’s scope is broadened further.

About Aéroports de Montréal

Aéroports de Montréal is the local airport authority that has been responsible for the management, operation and development of Montréal–Trudeau and Montréal–Mirabel international airports since 1992. The Corporation employs 650 people at both airports and at head office. ADM has been ISO 14001 certified since 2000 and BOMA BESt certified since 2008. For more detailed information about Aéroports de Montréal and its activities, visit www.admtl.com.

About Bibliothèque et Archives nationales du Québec

As the largest cultural institution in Québec in terms of its attendance and diversified missions and an essential pillar of the knowledge society, the mandate of Bibliothèque et Archives nationales du Québec (BAnQ) is to offer democratic access to culture and knowledge. To this end, it brings together, preserves and highlights Québec's and Québec-related heritage materials, and also provides the services of a major public library. BAnQ carries out its mandate in 12 facilities which are open to the public: the Grande Bibliothèque, BAnQ Vieux-Montréal and BAnQ Rosemont–La Petite-Patrie in Montréal; BAnQ Gaspé, BAnQ Gatineau, BAnQ Québec, BAnQ Rimouski, BAnQ Rouyn-Noranda, BAnQ Saguenay, BAnQ Sept-Îles, BAnQ Sherbrooke and BAnQ Trois-Rivières.

About the Association des libraires du Québec

Founded in 1969, the Association des libraires du Québec is a major voice in the book industry. Its mission is to assist in booksellers' professional development and contribute to the economic growth of bookstores as essential venues for cultural dissemination. The association has more than 120 members all across Québec, as well as a number located outside the province.

-30-

Source and information:

Christiane Beaulieu

Aéroports de Montréal
Vice President, Public Affairs and Communications

Claire-Hélène Lengellé

Bibliothèque et Archives nationales du Québec
Media Relations Officer

Katherine Fafard

Association des libraires du Québec
Executive Director

