

**NEWS RELEASE**

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**QUÉBEC CITY AND MONTREAL UCI WORLDTOUR EVENTS ADOPT INNOVATIVE BRAND VISUAL IDENTITY**

**Saint-Lambert, Québec, Wednesday July 11, 2012** – The Québec City and Montréal Grands Prix are the only North American events to feature on the UCI WorldTour circuit, comprising the world’s elite cycling teams and riders, and as the races head into their third editions (September 7 and 9, 2012), they now feature a stunning and distinctive visual identity. It comes courtesy of branding agency 8 Bis ([www.8bisbranding.com](http://www.8bisbranding.com)), whose creative director is Jean-Maxime Brais, a 34-year-old graphic designer who divides his time between Paris and Montréal.

This highly original campaign breaks away from the standard designs of classic cycling competition posters. The concept was to pay tribute to the riders’ courage. The innovative visual signature depicts a racer in profile, without a helmet or sunglasses (for the man matters more than the equipment), head down, determined to win. Above his head is a chainring, suggesting the crown of a champion, but also evoking the bike, ever-present in his mind, along with the mental strength that drives him ever onward.

Jean-Maxime Brais has succeeded in capturing the substance of those potent ideas: the result is simultaneously powerful and refreshing—and thoroughly innovative. He ranks the GP Québec City and Montréal GPs as key events in the cycling season, completely in step with the sport and its roots, with a passionate focus on its future evolution.

“This daring campaign would never have happened if it weren’t for the Grand Prix organizers’ courage and openminded approach, especially Marcel Leblanc and Ariane Arsenault, who gave us carte blanche and supported our creative proposals right down the line. It’s so great to be in this rare and precious trust-based relationship that allows us to promote cycling so innovatively year after year,” Brais says.

**Les Grands Prix Cyclistes Québec – Montréal**

In 2009, the Grands Prix Cyclistes de Québec-Montréal (GPCQM) organization was granted the first two UCI WorldTour licences for races in North America. The organization has been responsible for planning and putting on these world-class cycling races in Québec City and Montréal since 2010. Please visit the website [www.gpcqm.ca](http://www.gpcqm.ca) for more details. The GPCQM organization would like to highlight the contribution of the following partners: the Government of Canada, the Government of Québec, the City of Québec, the City of Montréal, Tourisme Montréal, Québecor, KIA and Air Transat.

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