

Les Grands Ballets weds philanthropy and technology to virtual reality for their 2021 benefit gala!

Montreal, May 27, 2021 – As the pandemic would have it, Les Grands Ballets' annual **benefit gala is innovating and moving to your home! Gastronomy, elegance and dance** are still very much on the bill, in a groundbreaking formula bringing the individual and the technical together: **in virtual reality!**



Les Grands Ballets is presenting an out-of-the-ordinary experience this year by transporting benefit-gala participants to the heart of **three sublime performances** by the company, without having to step out of their living rooms! From **May 27 to June 27**, the company is offering home delivery of a box containing a headset of virtual reality presenting performances by dancers, a total immersion touching all the senses and accompanied by a gourmet meal created by the Fairmont Reine Elizabeth. An excellent way of supporting Les Grands Ballets **in its primary mission – creation – while enjoying a one-of-a-kind experience that conveys partakers directly on stage with the company's dancers.** Time stands still, and reality is transformed to make room for music and dance!

The virtual video, **lasting 30 minutes**, was conceived especially for the event in collaboration with [La Fougue](#) and takes participants away to a dream world, a front-row seat to Les Grands Ballets' world of creation.

In addition, thanks to the generous contribution of **Édéenne**, bespoke jewelers, each box will contain a case housing a zircon...**or a real 1-carat diamond with a value of \$14,000!** The winner will be announced June 28 on the [Édéenne website](#).

This exceptional experience is offered from **May 27 to June 27** and can be reserved online [via Les Grands Ballets' website](#).



Acknowledgments

This ambitious benefit gala is enabling the company to enrich its repertoire and to offer the public the best in dance. The experience would not have been possible without the unwavering support of the campaign presidents: **Jean-Yves Bourgeois**, Executive Vice-President, Desjardins Group Business Services; **Sylvain Corbeil**, Senior Vice President, Quebec and Atlantic Regions for TD Commercial Banking; **Mathieu Piché-Messier**, Partner - National Business Leader - Commercial Litigation, Borden Ladner Gervais; **Claude Gagnon**, President, BMO Financial Group, Quebec; **Nadine Renaud-Tinker**, President, Quebec Headquarters, RBC Royal Bank; and **Julie Snyder**, talk-show host and CEO, Productions J.

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Les Grands Ballets' online auction

Complementing its benefit gala, the company is also launching a virtual auction, available online from **June 1 to 8** on the MyCause platform! Many high-end products, including exclusive creations from company dancers, will be the object of bidding for a period of 7 days! All sums collected will go to Les Grands Ballets' [Creation Fund](#). More details will be available as of June 1, on the company's website.

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Les Grands Ballets

About

For over 60 years, Les Grands Ballets Canadiens de Montréal has been a creation, production and international performance company devoted to the development of dance in all its forms, while always faithful to the spirit of classical ballet. The dancers of Les Grands Ballets, under the artistic direction of Ivan Cavallari, perform choreographies by creators both long-established and trendsetting. Situated at the heart of Montreal's Quartier des spectacles, Les Grands Ballets offers recreational activities with its STUDIOS and supports the National Centre for Dance Therapy, which promotes all the benefits that dance can bring. The company's mission is also to ensure accessibility to art for everyone; in that spirit its achievements include the Nutcracker Fund, which every year enables thousands of children to enjoy a first ballet experience. Les Grands Ballets, recognized for its excellence, its creativity and its daring, is fully committed to the local community, and is acclaimed on stages around the world.

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