



2011! 25 years, to celebrate...

Press Release
For Immediate Release

35 museums at your fingertips for a unique tourist experience

Launch of the BMMD's new iPhone and iPod touch app

Montreal, January 18, 2011. The Board of Montreal Museum Directors (BMMD) launches its 25th anniversary by opening a new gateway into Montreal museums and culture with its new iPhone and iPod touch app *Montreal Museums*. Starting today, mobile users can visit the [App Store](#) and download the *Montreal Museums* app for free.

Montreal museums on the world scene!

The *Montreal Museums* app, available worldwide, allows tourists and Montrealers alike to download and discover each of the BMMD's 35 member museums. Manon Blanchette, Executive Director of the BMMD stated: "We hope to attract even more tourists to Montreal museums with this new iPhone and iPod touch app."

Never seen before: pocket-sized museums

Now **all in one place**: temporary and permanent exhibitions, works of art and museum circuits, all at the fingertips of mobile users. The *Montreal Museums* app allows users to catch a glimpse of the utterly fascinating collections of Montreal museums. Frequent updates allow users to stay in tune, in real time, with the ever-changing Montreal museum landscape.

The app gives users an easy way to search for Montreal museums and makes museums even more accessible to the public. Thanks to integrated geopositioning technology, the app allows users to easily search and find nearby museums. For more information, visit the [BMMD](#) website, watch a demo of the app on [YouTube](#) (in French only) or download the app on [iTunes](#).

Our partners

The Board of Montreal Museum Directors seeks to promote all Montreal museums and their activities and the *Montreal Museums* app was designed to do just this. The app was developed through a close partnership with the global interactive marketing agency Nurun and with the support of Heritage Canada.

The BMMD is financed by the *ministère de la Culture, des Communications et de la condition féminine* and the City of Montreal in accordance with the *Entente sur le développement culturel de Montréal*.

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Executive Director of the Board of Montreal Museum Directors, **Manon Blanchette Ph.D.**, is available for interviews.

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About Nurun

Nurun is a global network of digital experts dedicated to helping brands reconnect with consumers through digital technology and interactive media. Nurun uses a discipline in design thinking to uncover new insights, identify changing consumer behavior and invent solutions that help brands strengthen consumer relationships and fit into everyday life.

For over 10 years, Nurun's international network of more than 900 professionals in Asia, Europe and North America has established long-term relationships with leading brands including L'Oreal, Home Depot, Pernot-Ricard, Ferrero, the Quebec Government, SEAT, and AT&T. Nurun is a subsidiary of Quebecor Media Inc, one of Canada's largest media companies. For more information, please visit www.nurun.com.