

Pre-opening

LE MONASTÈRE DES AUGUSTINES REVEALS DETAILS OF ITS FINAL CONCEPT AND ITS PRODUCTS AND SERVICES IN CULTURE AND WELLNESS

Quebec, September 9, 2014 – Today, for the first time, Le Monastère des Augustines revealed the complete concept behind the project, as well as many details about the vast array of products and services in culture and holistic health that will soon be available after several years of planning and development. The announcement took place as Le Monastère's new website (*monastere.ca*) was going on-line – less than one year before the grand opening scheduled for the summer of 2015. The website is bilingual and transactional. In English or in French, online reservations can be made as of today.

User-friendly information architecture

Designed to introduce visitors to Le Monastère des Augustines and its products and services in a warm and inviting way, the *monastere.ca* website has a distinctly modern design. And its intuitive ergonomics will make it easy for various clienteles to find all the information they need. The *CONCEPT* page is the place to go to get the essence of the project. It also gives a sense of what a visit or an overnight stay at Le Monastère will be like and demystifies certain aspects of what is offered, including products and services in holistic health and the non-confessional approach at Le Monastère.

MUSEUM AND ARCHIVES – permanent and temporary exhibitions, educational programs for school groups of all levels, an archives centre and a museum reserve

ACCOMMODATION (experiential) – 65 comfortable rooms – available in either authentic or contemporary style - in the heart of this restored former cloister

PROGRAMS (launch in the fall of 2014) – a variety of activities in holistic health and culture offered by qualified professionals: daily programs, workshops, lectures, concerts, special events

PACKAGES – 11 personalized ways to experience Le Monastère in three different categories: themed, holistic health, and workshop packages

PERSONALIZED SERVICES – nearly 20 different services offered by professionals and falling into three major categories: holistic health consultations; bodywork; relaxation and toning.

RESTAURANT AND BOUTIQUE – healthy cuisine with an approach based on the principles of mindful eating, a lunch counter and Le Monastère's boutique

EVENT PLANNING – 10 multipurpose heritage event rooms are available for rental, including the vaults dating back to 1695

“We are all very proud of having achieved this goal and we invite the public to take the

time to explore *monastere.ca* and discover the unique and authentic nature of the experience that is being offered to local, national and international guests. We hope that people will be so inspired that they will plan a visit or a stay at Le Monastère des Augustines, even well in advance,” said Evan Price, Chair of the Board of Le Monastère des Augustines, the non-profit organization responsible for the concept and operations on the site.

Practical functions

Internet users will find several practical functions including, and most importantly, the ability to make secure online reservations for the ACCOMMODATIONS and PACKAGES components of the website. Thus, as of today, approximately one year prior to opening, guests can begin to plan their visit to Le Monastère des Augustines. At the top of every web page, there are icons that allow users to subscribe to the newsletter, follow Le Monastère on social media (*Facebook, LinkedIn, YouTube*), consult the website in another language (English or French) and use the search engine.

“We are committed to making Le Monastère des Augustines one of Quebec City’s leading destinations: a place that, each year, will attract thousands of visitors seeking rest and wellness. This is a completely realistic ambition given the exceptional heritage value of the site and the quality of what we offer in holistic health and culture. Our website is a far-reaching communications tool and I would like to thank the team from Cossette in Quebec City that responded to our needs throughout the long creative process,” explained Isabelle Duchesneau, Executive Director of Le Monastère des Augustines.

Phase II of the website will come on-line by the fall of 2014 and will include additional details about the programs in holistic health and culture that will be officially launched at the same time. Between now and the grand opening scheduled for the summer of 2015, new content will continue to be added to enrich the site.

The success of Le Monastère des Augustines’ commercial operations is crucial as it will generate the financial resources that the Fiducie du patrimoine culturel des Augustines needs to develop innovative community and social solidarity initiatives, and ensure access to the cultural components of the project.

Le Monastère des Augustines is the non-profit organization responsible for the operations and activities that will take place in the historic wings of the Hôtel-Dieu de Québec monastery that founded the continent’s first hospital north of Mexico (1639). Situated in the heart of Old Quebec and completely restored and redesigned, Le Monastère offers guests a unique experience in holistic health, along with a rare opportunity to connect directly with the Augustinian Sisters’ remarkable heritage, all in a non-confessional approach. Experiential accommodations, a museum, an archives centre, programming, a restaurant, a boutique and specialized services will be available beginning in the summer of 2015. Le Monastère des Augustines was made possible through collaboration and financial assistance from La Fiducie du patrimoine culturel des Augustines, to whom the Augustinian Sisters entrusted their heritage for the benefit of the population of the province of Quebec.

SOURCE: **Le Monastère des Augustines**

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