

FOR IMMEDIATE RELEASE

Le Monastère des Augustines celebrates its first anniversary

QUEBEC, August 1st, 2016 – August 1st 2016 is a celebratory day for Le Monastère des Augustines as it marks Le Monastère's first birthday, as well as the 377th year since the Augustinian Sisters first arrived in Quebec city (August 1st 1639). Located within Old Quebec's fortified walls, this not-for-profit organization considers its first year of operation to have been a success. Its unique concept, a meshing of culture and holistic health, has caught on with thousands of international and local visitors.

For the last 377 years, the *Augustinian Sisters Raspberry Ritual* has made a yearly occurrence, and will be a part of today's event, as it is a commemoration of the events of July 31st 1639. It has been documented that on that day, the weather had prevented the sisters to move any further. Therefore, they stayed in Orleans Island for the night. As raspberries are in full bloom at this time of the year on the Island, the Augustinian Sisters were delighted to eat the delicious fruit.

The excitement surrounding its first anniversary is heightened by the fact that Le Monastère was recently recognized by the *National Geographic Traveler* as the number one travel experience for those looking for a mental and physical reboot. It is most likely that this noteworthy mention will positively affect Le Monastère des Augustines, the city of Quebec and its surroundings. In fact, the tourist industry targeting wellbeing and health is currently in full expansion worldwide.

"We are so proud and honored to have been recognized by the prestigious magazine, especially few days shy of our very first anniversary", explains Isabelle Duchesneau, executive director of Le Monastère des Augustines. "It serves as a confirmation that our corporate decisions and our efforts have paid off, and it strengthens our position as a leader in holistic health tourism worldwide. We are off to such a great start!"

Le Monastère des Augustines has been listed as a member of the prestigious *Healing Hotels of the World* network since 2014, which gathers the world's leading holistic health and wellbeing-centered hotels. Its high standards of quality, its credibility and its unique offer has allowed the monastery to be the first hotel in Quebec and the second in Canada to be selected by the network.

The sought-after mention by the *National Geographic Traveler* is not the first international acknowledgement for the not-for-profit organization. *Travel + Leisure*, *Le Figaro*, *The Boston Globe*, *London Metro*, *The Australian*, *The Wired* (Japan) to name a few, have also eloquently spoken about Le Monastère in the past year.

About Le Monastère des Augustines

Le Monastère des Augustines occupies the ancient wings of the former Hôtel-Dieu de Québec monastery (1639), North America's first hospital north of Mexico. Situated in the heart of Old Quebec City, Le Monastère has been completely restored and renovated, and offers a unique experience along with several ways to connect with the Augustinian heritage, in a secular environment: experiential accommodation, a museum, archive centre, a program of activities



around holistic health and culture, a restaurant, a boutique, specialized treatments and services and event rooms.

— 30 —

SOURCE : Le Monastère des Augustines

www.monastere.ca

FOR MORE INFORMATION OR TO SCHEDULE AN INTERVIEW:

Caroline Maheu
Director, Communications and Marketing
cmaheu@monastere.ca
T 418 694-8565 x 3302 | C 581 985-3457