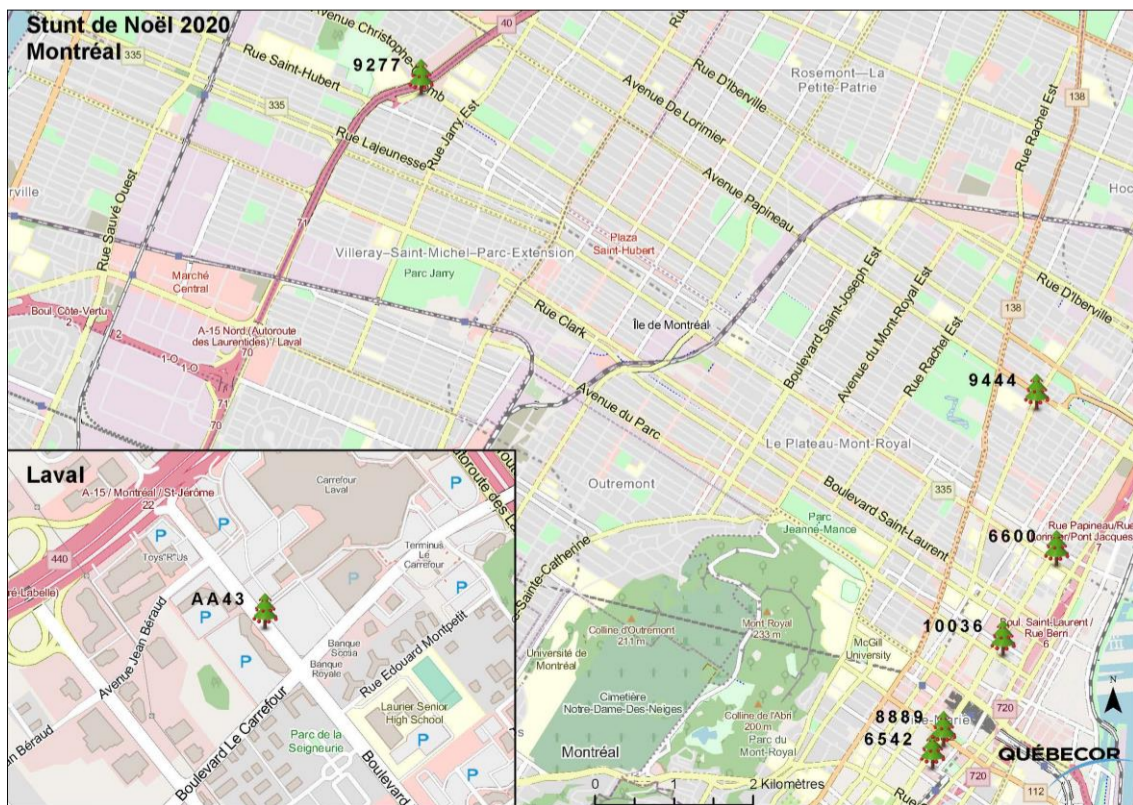


Quebecor Out-of-Home decorates seven transit shelters for the holidays
 Lights up Montreal-area streets for the season

Montreal, December 16, 2020 – This year more than ever, Quebecor wants to bring a glimmer of light and comfort to Quebecers’ lives. The out-of-home division is doing its part by festooning its transit shelters in holiday trim. The campaigns of seven advertisers, including Desjardins, have been embellished by a seasonal transit shelter topped with an arrangement of lights. They will sparkle from November 30 to December 27, casting a festive glow over the city during the holidays. The location of the transit shelters were selected by the advertisers.

Quebecor’s out-of-home network includes 142 digital screens and more than 4,000 standard faces across the province in the Montreal, Laval, Sherbrooke, Lévis and Montreal South Shore markets. The modern structures are centrally sited at exclusive locations in their neighbourhoods and harmoniously integrated into their surroundings, attracting the attention of a diverse audience.

See the photos below to be transported by the magic of the holidays and see the map for the locations of the decked-out transit shelters.



About Quebecor

Quebecor, a Canadian leader in telecommunications, entertainment, news media and culture, is one of the best-performing integrated communications companies in the industry. Driven by their determination to deliver the best possible customer experience, all of Quebecor's subsidiaries and brands are differentiated by their high-quality, multiplatform, convergent products and services.

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