

Michel Labrecque is Chairman of the Board of Directors of the Société de transport de Montréal since January 29, 2009.

From November 2005 to November 2009, he served as city councillor for Montréal in Le-Plateau-Mont-Royal borough. He was responsible for the *Plan de Déplacement Urbain* (urban mobility plan), and for economic development. He also served as Chairman of the Montréal Agglomeration Council's commission on large equipment and agglomeration activities.

Mr. Labrecque was President and Chief Executive Officer of the MONTRÉAL HIGHLIGHTS Festival from its founding in 1998 until its tenth edition in February 2009. Thanks to this new festival, Montréal winters will never be the same. The event attracts more than 750 000 festival-goers to its gastronomic, artistic and festive activities and to its All-Nighter, *La Nuit blanche*.

From 1985 to 2000, as President of Vélo Québec, he was involved in the creation of Maison des cyclistes, the Tour de l'Île de Montréal and La Route verte (4000 km of bikeways), the longest cycling route in the Americas.

Since 1992, he has been a radio and television commentator for Radio-Canada and Télé-Québec (Plaisirs, VSD Bonjour, Indicatif présent, Vélo-mag, Consommation, Télé-services, Bazzo.tv).

A great defender of the environment, he served as Chairman of the Board of Montréal's regional environment council (CRE), thus taking part in drawing up Ville de Montréal's strategic plan for sustainable development.

In 1999 and 2000, he was a lecturer on festival event management at UQAM.

Michel Labrecque is committed to....

Cycling and the transportation cocktail! Michel Labrecque has authored two books on cycling: *Vélo: Mode d'emploi* and *Je me débrouille à vélo*, as well as two essays: *La Société des loisirs* and *Le Cocktail transport, la solution pour éviter le déclin du transport en commun*, published in May 1997. He has cycled the roads of some twenty countries and has participated in numerous international conferences on the role of active and public modes of transportation in urban and land use planning.