

## **The Hôtel de Glace on the MTV screen in Times Square!**

**Québec, December 28<sup>th</sup>, 2010** - From December 20<sup>th</sup> - 25<sup>th</sup>, the Hôtel de Glace was showcased on the MTV screen in Times Square, a debut for the company established since 2001. During the busiest time of the year, three images of the Hôtel de Glace were presented on this huge screen located in the heart of New York City.

A powerful "marketing move"

After a period of negotiation with [Horizon Travel Magazine](#), Nancy Ruel, Director of Sales, Communications & Marketing, has signed a deal for this key visibility for the Hôtel de Glace. "Nicknamed *Crossroads of the World*, Times Square is one of the most famous and busiest places in the world, like Shibuya in Tokyo or Piccadilly Circus in London, where about 365 000 people pass daily.<sup>1</sup>" During the Holiday Season, even more people pass through this commercial and artistic crossroads, which leads us to believe that more than 2.4 million people per day will catch a glimpse at the advertisements of the Hôtel de Glace.

A picture is worth a thousand words, imagine three!

Designed to keep the walker's attention, creative sentences were added to the photographs presented on the screen of MTV in Times Square. The result is very convincing and the team was very pleased with the final product.

To see the advertisements of the Hôtel de Glace which were broadcasted in Times Square, consult the following page.

*From January, 2011, lives a unique winter experience in the heart of the capital!*

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For information: Sarah M. Matthews, Communications Adviser  
Phone: 418 875-4522, # 101  
Free of charge: 1-877-505-0423  
[Smatthews@hoteldeglace-canada.com](mailto:Smatthews@hoteldeglace-canada.com)

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<sup>1</sup> Wikipédia [http://en.wikipedia.org/wiki/Times\\_Square](http://en.wikipedia.org/wiki/Times_Square)

# The Hôtel de Glace in Times Square, New-York

From December 20<sup>th</sup> - 25<sup>th</sup>, 2010

