



MONTREUX  
MUSIC &  
CONVENTION  
CENTRE

Press release  
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### **"The Montreux Music & Convention Centre continues its mutation"**

Last June, the Montreux Music & Convention Centre ("2m2c") launched its new Internet site ([www.2m2c.ch](http://www.2m2c.ch)); now, it presents its new brochure, fresh off the press.

The square shape and mother-of-pearl cover give it a unique elegance and originality that set it apart from competitors.

Emotion takes a central place, with full-page artistic photos, accompanied by tasteful, succinct commentaries. The region's favourable location and the beauty of the area are highlighted, as are the 2m2c's flexibility and modularity, which enable it to host a wide range of events of all sizes, with state-of-the-art equipment operated by dedicated professionals.

Finally, a technical information kit provides readers with key facts on what hotels and spaces are available, and how to get there.

This new promotional tool for the 2m2c and the region, gives a final touch on the repositioning strategy of the Montreux brand and its Convention Centre, which started 12 months ago.

The 2m2c has 18,000 m<sup>2</sup> of modular, multifunctional surface areas, allowing it to host large-sized professional and cultural events: conferences of up to 1,800 people, and concerts seating up to 3,500. Located in the heart of Europe and of the city, by the banks of Lake Geneva, at the foot of the Alps, the 2m2c's unrivalled geographical location make it easily accessible, as well as giving it an all-in-one layout which is ideal for organising international events. Doubtless the most famous of these is the Montreux Jazz Festival which, each year, greets over 200,000 visitors over its 15 days.

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