



OUMF continues to dare with a renewed programming to celebrate its 8th edition

Montréal, August 7th 2018 - For the last eight years, Montrealer's have celebrated Back-To-School in a festive and vibrant ambiance. Throughout the years, OUMF has clearly established itself as a staple in the landscape of Montreal Back-to-School festival with its signature multidisciplinary programming.

This year again, there will be several new add-ons, such as the Block Party zone, **curated and conceptualized by the multi-talented artist PONY**, where you will find temporary art installations, eclectic music lineup, pop-up shops, a bar and much more. **Presented by Desjardins 360^d in collaboration with GOLO**, this new space will undoubtedly be a showstopper that you won't want to miss.

While there will be a healthy dose of new to the 2018 programming, our loyal fans can still look forward to a signature musical lineup, curated by **M For Montréal**, that will kick start the city right in time for Back-To-School.

The **Desjardins 360^d stage** will feature an even more diverse programming this year, starting on Thursday September 6th with an **electro influenced night curated by ÎLESONIQ** and sure to turn Saint-Denis street into a giant dancefloor. On the following day, the stage will be blessed by the one and only **Ghostface Killah**, member of the iconic rap group Wu-Tan Clan, who will display his mastery of the mic for the loving pleasure of his legion of Montréal fans. Finally, there will be no shortage of energy on the Saturday, courtesy of fame homegrown group **Dead Obies** with **VNCE Carter & Mike Shabb and friends** who will close-out the festival in style. Also gracing the main stage this year: **Lost + White-B, Obia Le Chef, Rowjay, Maky Lavender, Kris The \$pirit** and more!

Not to be outdone, the **Découverte Stage** is sure to please music lovers and onlookers with an impressive lineup featuring: **La Fourmière, Meryem Saci, Marie-Gold, KIZABA, Jeunes & Ambitieux, End of the Weak, OUMF GOT TALENT multidisciplinary contest** for students and the legendary **WORDUP! BATTLES**.

Once more, street art, sports and gaming activities will complement the on-site experience of festival goers with several new highlights like: **House of Bounce, The Van Hornies, Hula Hoop,**

Double Corde, Simon Dragon et les maîtres du feu, a free outdoor Yoga session presented by lululemon and much more.

Finally, OUMF's faithful will be happy to hear the return of classics like **the Gaming Circuit, OUMF TA RUE** presented by **Deserres, Student 5 à 7, les Nuits OUMF** and of course the several advantages and prizes that come with getting the OUMF in 360 bracelets offered by our presenting sponsor **Desjardins 360^d**.

In short, this 8th edition promises to be out of this world, culturally delicious and memorable.

Find the full lineup of OUMF 2018 on oumf.ca!

About OUMF

OUMF festival, presented by **Desjardins 360^d**, is a coproduction between the **SDC Quartier latin** and **Avalanche Prod**, with the support of **UQAM** and of the **Quartier des spectacles Partnership**. the collaboration of **Desjardins 360^d**. It is made possible through the financial support of the **Department of Canadian Heritage, the Ville-Marie Borough** and other partners and sponsors whom we thank warmly. A full list is available on our website oumf.ca

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