

About NightClub Authority

November 2006, Montreal



With Montreal having a solid reputation as being a place of festivals, festivities and celebration, promoting the city has become NightClub Authority's primary focus.

NightClub Authority focuses in on New Year's Eve 2007 with the launch of www.montrealnewyear2007.com and offers significant glimpses of things to come.

Montreal's Nightlife industry is big business. In a city that is host to many festivals such as Jazz, Comedy, Formula 1 Car International Race and other events, nightlife and entertainment take a huge place because so much is going on. Hotel occupancy is always booked solid as more and more visitors head north for leisure travel. Consumers demand more and with all the choices of what to do in Montreal the web is the perfect medium to offer a real insight of what is available on the nightlife scene.

Having both worked in the nightclub industry as university students, Nightclub Authority co-founders Charles and Patrick Boudreau have always maintained good contacts within the industry. "Having been, and in some ways still being an event promoter, I know how difficult it is out there. It's a dog eat dog kind of business. But I have always believed that if our visitors enjoy themselves here, they will be back", says Patrick. "NightClub Authority is the magnet recognized by the industry to do that."

The newly formed company is really a few years in the making. The duo has always been promoting New Year's Events since 2001. Charles was largely responsible for the decision to continue offering an open bar at Club LA Boom and that tradition has trickled down to other clubs becoming a standard for New Year's Eve events. Charles has been involved in setting up special events since he was 17. Both founders now have university degrees from HEC Business School of Montreal and still share a passion for Montreal's Nightlife quality.

With combination of experience and vision, Nightclub Authority was officially formed. Other members joined out of shared excitement for the concept. The first priority on the agenda was New Year's Eve Events. "The big launch of the nightclubauthority.com site is set for January. We were going to launch it in September but doing New Year's Eve is so much fun that we could not miss it. It worked out well in the end since we did some beta testing on nightclubauthority.com and got great insights, some from experts, on how we can make the use of our site friendlier." Says Charles, Acting President and One of the Co-Founder.

To Focus on New Year's they launched www.montrealnewyear2007.com that zeros in on quality events. "NightClub Authority is a love affair with the city and www.montrealnewyear2007.com respects our shared goals of promoting Montreal City", says Charles. He explains that the focus is to build repeat business." Charles continues; "The way to achieve this is to work with people who share the same vision. And using web and communication, we can reach a wide audience in and out of the city. We currently do it for New Year's Eve and will soon offer something that will be year round. Stay tune."

Further Information:

Montreal Information:
[Montreal Nightlife Information](#)

Montreal New Year's Event Listing:
[Montreal New Years Events](#)

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