

PRESS RELEASE

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THE OSM WINS A CANADA'S PASSION CAPITALISTS AWARD

Montreal, November 9, 2012 – The Orchestre symphonique de Montréal is proud to receive the **Canada's Passion Capitalists** award, presented by Knightsbridge Human Capital Solutions. This Canadian award calls attention to the passion, energy and intensity needed by an organization to generate superior results that exceed expectations.

For this very first edition of the Passion Capitalist awards presentation, 10 Canadian prize-winners from all regions of the country today were granted this prestigious distinction, which recognizes **the sense of innovation and the quality of work** of organizations that have demonstrated an ability to reinvent themselves and to grow in the face of significant challenges. “This honor is appreciated all the more,” stated OSM chief operating officer Mélanie La Couture, “in that it underscores the philosophy of excellence, the quality of the artistic product offered, the many initiatives undertaken in our community, and the management of our financial and human resources accomplished by all the members of our team, who surpassed themselves during the opening of Maison symphonique de Montréal and the Orchestra's first season in our new home.”

Canada's Passion Capitalists competition

Created in May 2012, the Canada's Passion Capitalists awards highlight the excellence of Canadian enterprises who promote passion within their organization. In the wake of the appearance of Paul Alofs' book *Passion Capital*, Knightsbridge Human Capital Solutions took it on themselves to support the development of a national recognition program aimed at discovering and recognizing “passion capitalists” in Canada. To bring the program to life, Knightsbridge formed a partnership with Torys LLP, Global Governance Advisors, the Business News Network (BNN) and the *National Post*. “Passion Capitalists are guided by a strong set of values and beliefs that form the basis of a distinctive culture that fuels their performance. They are courageous; often having to overcome significant obstacles. They build strong brands anchored by their culture, which guide their strategies, the people they hire and promote, and the way they operate.”¹

A video-clip produced by BNN in the company of Mélanie La Couture, chief operating officer of the OSM, is available on BNN.ca (OSM is in the video “part 3”).

For more information on the Canada's Passion Capitalists awards, visit www.canadaspassioncapitalists.com.

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¹ *Excerpted from the Canada's Passion Capitalists website (www.canadaspassioncapitalists.com)



Information: (514) 842-9951 or www.osm.ca

The Orchestre symphonique de Montréal is presented by Hydro-Québec.

The 2012-2013 season is presented in association with National Bank.

- 30 -

Source: **Orchestre symphonique de Montréal**
Julie Bélanger – Head of Media Relations – (514) 840-7414
jbelanger@osm.ca