

# PRESS RELEASE

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## Montreal Bach Festival

**RICHMOND HILL, ON** ... November 1, 2005 – The First Annual Montreal Bach Festival.

In its first year, Miele is a prominent sponsor for the First Annual Montreal Bach Festival organized by the Bach-Académie de Montreal. Major Montreal ensembles are uniting for the first time to launch the first large-scale festival which is devoted to a symbolic figure of elaborate music: Johann Sebastian Bach. The festival will be held from November 24 through the 30<sup>th</sup> which includes 22 events and will be presented in mythical sites that testify to Montreal's heritage.

The Bach-Académie de Montreal is a non-profit organization founded in Montreal, dedicated to the study of promotion of Bach's work. The annual festival implements the concepts of performance, research and education; and through this symposium, allows performances from students, master classes and numerous concerts.

The Montreal Bach Festival has the aspiration to become an international reference, as are the other several Bach Festivals which are devoted to this legendary musician.

### About Miele:

Miele may well be the breakout quality brand of the decade. Long considered a household name in Europe and worldwide, Miele is exploding onto the scene in Canada with its sleek design, superior engineering and unparalleled service. Founded in 1899 on a promise of "Immer Besser", a German phrase meaning "Forever Better," Miele has distinguished itself in the appliance market by continuing to offer a record number of major innovations as well as a deep belief in nurturing their network of dealers. As the world's largest family-owned and operated appliance company, Miele is immovably committed to the highest quality, performance and environmental standards. The firm's innovative heritage, together with their state-of-the-art design and engineering aesthetic, has inspired frequent comparisons in the media to other German companies synonymous with innovation like BMW.

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Miele sells a wide range of exceptional consumer appliances including vacuum cleaners, laundry systems, rotary irons, dishwashers, built-in ovens, cooking surfaces, ventilation hoods and steam ovens, as well as the revolutionary built-in coffee system. In addition, Miele offers professional laboratory glassware washers, industrial parts cleaning systems, dental disinfectors and commercial wet cleaning systems.

Consumers wishing to learn more about Miele can call 800 643 5381 or visit [www.miele.ca](http://www.miele.ca).