



On July 23, 24 and 25
22,486 visitors attended
THE ENCHANTMENT OF FITCH BAY LAVENDER
a **45% increase** over last year

More than 22,000 people visited the BLEU LAVANDE domain last weekend to take part in the various activities and explore the exceptional BLEU LAVANDE site, just a few minutes from the town of Fitch Bay.

Record attendance

The record crowd at BLEU LAVANDE was a 45% increase over 2009, when 15,496 people attended the Enchantment, or 7,000 fewer than this year. They came to inhale, taste, explore and celebrate the many virtues of the genuine lavender grown at BLEU LAVANDE.

ENCHANTMENT 2009 - attendance	ENCHANTMENT 2010 - attendance
Friday: 3,863	Friday: 5,521
Saturday: 6,734	*Saturday: 9,126
Sunday: 4,899	**Sunday: 7,839
TOTAL: 15,496	TOTAL: 22 486

* new one-day record

** second highest one-day attendance

Discover the secrets of lavender at the BLEU LAVANDE domain

Daily 10 to 5, until September 6

ADMISSION: 17 and under, free - Adults \$6

For details, visit the website: www.bleulavande.ca

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For further information, please contact:



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