

ENHANCE THE VITALITY OF OFFICIAL LANGUAGE MINORITY COMMUNITIES

41-42



Canadian
Heritage

Patrimoine
canadien



Interdepartmental
Co-ordination Directorate
Official Languages
Support Programs Branch

MEMORANDUM OF UNDERSTANDING BETWEEN THE TREASURY BOARD SECRETARIAT AND CANADIAN HERITAGE

by Sheila MacDonald*

On March 20, 1997, Deputy Prime Minister and Minister of Canadian Heritage Sheila Copps and Treasury Board President Marcel Massé signed a Memorandum of Understanding to provide greater accountability in departmental support to the development of official-language minority communities.

The agreement will encourage federal institutions to include in their overall strategic planning and evaluation process the government's commitment under section 41 of the *Official Languages Act*.

"Our linguistic duality is one of our fundamental characteristics as a nation," said Minister Copps. "I am pleased that the Government of Canada is taking this important step to further strengthen our commitment to minority-language communities."

"The Treasury Board Secretariat will complement the Department of Canadian Heritage in the full scope of its activities and provide advice and guidance to federal institutions in reaching their objectives under section 41," added Minister Massé.

This agreement is a significant step in the Government's commitment to linguistic duality in Canada.

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- **YOUNG ENTREPRENEUR FINANCING PROGRAM**
- **FLIGHT FOR FREEDOM AWARDS**

CONSULTATION WITH NATIONAL FRANCOPHONE ORGANIZATIONS

by Renaud Marcotte*

"We are trying to spark an economic renewal for the communities." So spoke Albert Bohémier, the guest speaker at the consultation of national Francophone organizations held on January 16 and 17, 1997, in his presentation on "La Francophonie canadienne de l'avenir." To illustrate the growing desire of the communities to take responsibility for themselves, he drew the participants'

attention to the importance of implementing a "gradual revolution." Leadership, he said, is needed to meet the challenges that will lead the Francophone and Acadian communities to prosperity.



Left to right: Michel Cardinal and Luce Lapierre did a brilliant job of co-hosting; Norman Moyer gave the opening address.

This consultation, consisting of presentations and thematic workshops, brought together over 100 participants. The

presence of numerous officers from various government programs of interest to the Francophone and Acadian communities resulted in productive discussions.

(continued on page 2)

STEERING COMMITTEE MEETING

by Nathalie Chamberland*

On February 21, 1997, Industry Canada welcomed to its offices in Montreal the members of the Steering Committee responsible for advising the Department of Canadian Heritage on the implementation of sections 41 and 42 of the *Official Languages Act* (OLA). This meeting enabled the members to take stock of the progress of this government initiative, resulting from a Cabinet decision made in August 1994.

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CONSULTATION WITH NATIONAL FRANCOPHONE ORGANIZATIONS

(continued from p.1)

In his speech, the new Assistant Deputy Minister of the Citizenship and Canadian Identity sector of the Department of Canadian Heritage, Norman Moyer, emphasized the importance of ensuring regular communication between the federal partners and the communities in order to benefit from the synergy. He also noted that many initiatives are being promoted at the local or regional level and that, as a result, the preparation of action plans consolidating the measures planned by various departments in a single province or territory can be envisaged.

The consultation of national Francophone organizations brought together over 100 participants.

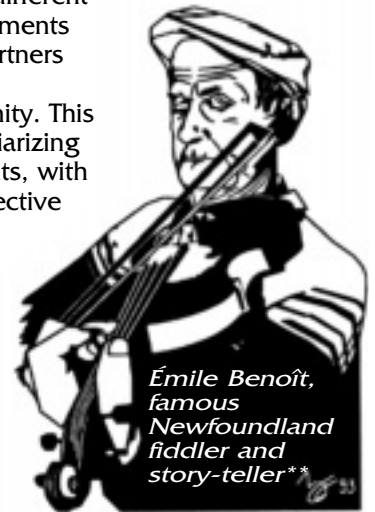


During the day-and-a-half meeting, there was a clear desire on the part of both government representatives and community spokespersons to advance interdepartmental consultation and promote the emergence of partnerships. The spirit of co-operation that prevailed can only have positive results!

INTERDEPARTMENTAL CONSULTATIONS IN NEWFOUNDLAND AND LABRADOR

by Yvette Bourque*

This year the Newfoundland and Labrador Francophone community held three regional consultations. The communities in Labrador, the Port-au-Port peninsula and St. John's, in turn, welcomed representatives of some 15 different federal and provincial departments and of non-governmental partners who are working for the development of the community. This approach succeeded in familiarizing a larger number of participants, with the aim of creating more effective partnerships. The comprehensive community development plan was at the centre of the discussions. Cultural development in the school environment and its impact on the community was also the topic of many discussions. The other principal topics discussed were adult education, literacy, refrancization and economic and cultural development. The discussions were very productive; it should not be long before new partnerships are announced!



Émile Benoît,
famous
Newfoundland
fiddler and
story-teller**

* Program officer, Canadian Heritage (St. John's)

** Reproduced with permission of *Le Gaboteur*

STEERING COMMITTEE MEETING (continued from p.1)

The members discussed ways of ensuring that the activities of the federal departments and agencies accountable for section 41 form part of a consistent approach that takes into account the needs of the official-language minority communities. They suggested, in particular:

- that the accountable departments and agencies define measurable objectives and indicators so that the results of measures proposed in the action plans can be evaluated;
- that the official-language minority communities consult one another more in setting their main priorities; and
- that the accountable departments and agencies rely to a greater extent on their regional officers, who have more frequent contact with the official-language minority communities, and develop plans that have an impact in the provinces and territories.

An informal breakfast with Quebec's Anglophone community preceded this meeting and enabled its representatives to familiarize the members of the Steering Committee with their concerns.

Human Resources Development Canada will host the next meeting of the Steering Committee, scheduled for November 13, 1997, in Manitoba.

CKRP-FM: THE HERTZIAN VOICE OF FRANCO-ALBERTANS

by Gilles Thériault *

In this time of budget restrictions and drastic cuts in all sectors, including communications, the opening of a radio station is quite a rare event—except in the network of the Alliance des radios communautaires (ARC) du Canada, which added its 17th station on November 16, 1996. (It also has eight other projects under way.) On this occasion, Franco-Albertans in the Peace River region achieved their dream with the start-up of CKRP-FM. This is the first completely French-language community radio station in Alberta and the second of its kind in western Canada.

Located at Collège Notre-Dame in Falher, in northwestern Alberta, the Peace River community radio station serves the 4,000 Francophones in Peace River, Falher, Nampa and the surrounding area. The project to create a community radio station was initiated and led by the *Association canadienne-française de l'Alberta's* regional branch in Peace River. The assimilation of Francophones and the absence of local electronic media in French were among the factors that led the community to launch this project. Setting up a community radio station is, above all, a joint project, and community support is vital. However, it is also a project that requires partnerships. The Department of Canadian Heritage, through its community radio development assistance fund, contributed to the start-up phases and half the capital costs. Another

major partner, the Wild Rose Foundation of Alberta, contributed nearly \$50,000 to capital costs. The community provided the remainder of the funds.

After just a few months of operation, the impact of the station on the community can already be felt. From the outset, radio bingo has been a great success with listeners.

Some communities even gather in one place to play their weekly bingo games! CKRP-FM is one of the participating stations in the series *Jeunes et coopération internationale*, under the auspices of ARC, thanks to the Canadian International Development Agency (CIDA). This provides a most rewarding experience for young people, introducing them to the world of radio and international development while raising community awareness. CKRP-FM also participated in the radio contest of the Office of the Commissioner of Official Languages, from February

10 to 20, which was very popular with listeners (nearly 150 calls). All this in French! The station now produces 30 hours of local programming and supplements this by rebroadcasting the signal of a private radio station in Quebec. *Le lève-tôt*, *Kirikiki* and *Sentinelles* are some of the programs found on its schedule.



THE CKRP-FM PEACE RIVER COMMUNITY RADIO TEAM AT THE STATION'S OFFICIAL OPENING, NOVEMBER 16, 1996

CKRP-FM is certainly not lacking in challenges; they include ensuring its financial autonomy, becoming still better established in the community, making the production studio accessible to local artists, improving its sales system and creating management subcommittees.

SETTING UP A COMMUNITY RADIO STATION IS ABOVE ALL A JOINT PROJECT, AND COMMUNITY SUPPORT IS VITAL. HOWEVER, IT IS ALSO A PROJECT THAT REQUIRES PARTNERSHIPS.

STAY TUNED! THE ARC NETWORK IS ALREADY GEARING UP FOR THE CREATION OF A NEW STATION, RADIO-FREDERICTON (CJPN-FM) IN NEW BRUNSWICK, SCHEDULED FOR THE SPRING OF 1997.

**Gilles Thériault is production and liaison officer for the Alliance des radios communautaires du Canada, (613) 562-0000.*

REGIONAL INITIATIVES...

Newfoundland and Labrador



Last February, *Le Gaboteur*, the only French-language newspaper in Newfoundland and Labrador, hired Marc Nadeau to open up the local and provincial advertising market and develop new sources of income through special issues, fund-raising and various partnerships. Canadian Heritage's support for this project will enable *Le Gaboteur* to diversify its sources of income and thereby achieve greater financial independence.

Information: Yvette Bourque, PCH, (709) 772-2940, or Angélique Gridel (709) 643-9585.

Nova-Scotia



The economic development plan for Nova Scotia's cultural sector is an outstanding tool for financial diversification in each of the province's seven Acadian communities. The plan was presented at interdepartmental co-ordination sessions held in Port Hawkesbury and Tusket in November 1996. Some 120 representatives of the community, the private sector and the three levels of government took part in these sessions. The Atlantic Canada Opportunities Agency (ACOA) and Human Resources Development Canada funded a community communication and familiarization strategy for the development plan.

Information: Gabrielle Verri, PCH, (902) 426-6229.

Prince Edward Island



Island telecommunity project - The telecommunity concept is new and developing! It is based on the knowledge economy and exploits high technology. Prince Edward Island's Acadian and Francophone community has high hopes that the telecommunity will enable it to pursue its development. Using a virtual link, the telecommunity will make it easier to reach the Acadian and Francophone regions of the province, help to overcome their isolation and improve communications. It will also help to break the community's cycle of dependence on traditional sources of funding by becoming a tool for economic development. Finally, it may prove to be a means of delivering federal and provincial government services to the community.

Information: Colleen Soltermann, PCH, (902) 566-7190.

New Brunswick



The Samuel-de-Champlain school and community centre initiated the creation of a partnership between Human Resources Development Canada, New Brunswick's Department of Human Resources Development and Dieppe Community College to provide training to Francophones living in the Saint John region and enable them to work at the call centre. By providing supervision for this project, the school and community centre is widening access to its services for the region's French-speaking population, diversifying its sources of income and meeting a need of the business community in Saint John.

Information: Yvon Leblanc, PCH, (902) 851-7709.

Quebec



In this last year of a three-year Canada-Quebec agreement on tourism, Industry Canada contributed \$5,000 to help the Quebec Drama Federation implement a strategy aimed at attracting New Englanders to English-language theatre in Quebec.

Information: Beverly Caplan, PCH, (514) 283-8601.

Ontario



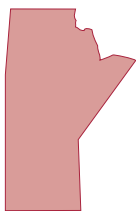
Delivery of French services - In December 1996, the Association canadienne-française de l'Ontario (ACFO), London region, signed a service contract with Human Resources Development Canada. It will provide a translation and information support service from the London regional community centre. Employers and Francophones in the region will now be able to deal directly with the ACFO services centre in London when offering bilingual positions or looking for work.

Niagara regional ACFO has also initiated a similar project, but the agency will offer its services from the Welland Employment Centre. This service will make it possible to provide employment benefits in French as well as to assist the Francophones in the region in preparing to obtain and keep a job or self-employed work. **Information:** Rachel Gauvin, PHC, (905) 572-2357.

IN A NUTSHELL

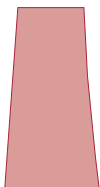
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Manitoba



Agricultural infrastructures - The rural municipality of Ritchot, a member of the Economic Development Council for Manitoba Bilingual Municipalities, is diversifying and strengthening its economic base. In Sainte-Agathe, a community located 25 km south of Winnipeg in the rural municipality of Ritchot, the agricultural products value-added processing sector is experiencing major growth, thanks in part to the construction of the canola oilseed-crushing plant of the Canadian Agra plant. The federal government's contribution of \$1,900,000 will be used to develop a partnership with the community and the Government of Manitoba for the construction of basic infrastructure in the region and the development of a 200-acre industrial park. **Information:** Diane Leclercq, PCH, (204) 983-7908

Saskatchewan



Economic development forum - Thanks to the financial participation of the Business Development Bank of Canada, Human Resources Development Canada and Canadian Heritage, the Conseil de la coopération de la Saskatchewan held the first Fransaskois economic development forum on April 11 and 12, 1997 in Regina. This event, organized in co-operation with the Association culturelle franco-canadienne de la Saskatchewan and the Service fransaskois d'éducation des adultes, brought together many business people and various representatives of government departments and agencies. The forum was a follow-up to the last annual consultation. **Information:** Denis Racine, PCH, (306) 780-7285.

Alberta



Public Works and Government Services Canada co-operated with the Harcourt Matthews Group in presenting information sessions on how to take advantage of opportunities offered by federal departments and agencies. They were held in Edmonton, Plamondon, Peace River and Calgary. **Information:** Renée Delorme, PCH, (403) 292-4946.

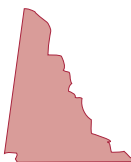
British Columbia



Through its Official Languages Division, Revenue Canada awarded an educational service contract to Educacentre, the adult training and education service in British Columbia. The purpose of the contract was to ensure the maintenance and improvement of the language skills of the Department's designated bilingual employees. The sessions are conducted in most Revenue Canada offices in British Columbia and the Yukon. This contract will provide work for a number of teachers in British Columbia and the Yukon.

Information: Ginette Montreuil, PCH, (604) 666-2218.

Yukon



French Heritage Day - On March 20, 1997, in Whitehorse, Francophones, francophiles and various representatives of federal and provincial departments participated actively in a celebration of French Heritage Day in the Yukon. This Day was officially proclaimed by the Commissioner of the Yukon. A fine example of partnership that highlights the Francophone community in the Yukon! **Information:** Carol Genest, PCH, (403) 667-3908.

Northwest Territories



Boréal Consultants, under contract to implement interdepartmental co-ordination, is computerizing a databank of federal programs. This firm is working closely with Francophones in the communities of Iqaluit, Yellowknife, Fort Smith and Hay River to consolidate their strategic plans and establish priorities for future activities.

Information: Lise Picard, PCH, (403) 669-2805.

@GRICULTURE ON THE INTERNET

THE QUEBEC FARMERS' ASSOCIATION HAS LAUNCHED AN "AGRICULTURE IN YOUR CLASSROOM" WEB SITE ON THE INTERNET.

THE SITE CONTAINS INFORMATION FOR ELEMENTARY SCHOOL CHILDREN TO HELP THEM LEARN ABOUT FARMING AND TO ASSIST TEACHERS TO INCORPORATE AGRICULTURE IN THEIR CLASSROOM ACTIVITIES. THE SITE IS LOCATED AT:

WWW.SCHOOLNET.CA/COLLECTIONS/WELCOME.HTML - THEN SELECT "AGRICULTURE FOR YOUR CLASSROOM" FROM THE INDEX. THE FOLLOWING ARTICLE DESCRIBES THIS PROJECT, WHICH WAS DEVELOPED WITH FINANCIAL ASSISTANCE FROM INDUSTRY CANADA UNDER THE SCHOOLNET DIGITAL COLLECTIONS PROGRAM.

You wouldn't call Cindy Patterson a farm girl. However, she certainly knows the goings-on of farm life. There's a corn field about 10 feet away from her backyard and a lot of her friends live on farms. She's also one of eight exceptional students who worked hard at creating an agriculture web site which is now on-line.

"Agriculture in your Classroom" is one site in the SchoolNet Digital Collections sponsored by Industry Canada. The sites are mounted on the SchoolNet server to provide school kids with Canadian content for their class programs. The agriculture site, targeting school children in grades 4 to 6, provides a wide range of

information on farming and farm life. The Quebec Farmers' Association was instrumental in getting the farm web site included in the collections. Executive Director Hugh Maynard recognized that the need for agricultural awareness among youngsters is substantial. "Many children don't make the connection between milk and a cow," said Maynard, who supervised a team of students working on the multimedia project over the past summer at the Chateauguay Valley Regional High School in Ormstown, Quebec.

The site contains 50 pages of material dealing with various areas of farming. Students from across Canada will be able to browse through information on farm animals and life cycles, what a typical day on a farm is like, what different farmers do during the four seasons and how food gets from the farm to the kitchen table. There are also nearly 100 agriculture images which can be downloaded to the students' computers and used in projects. "We wanted to make it fun and educational because, at this age, kids get bored very easily. I know I wouldn't like to sit in front of a computer and read text after text. So we put a lot of pictures in, and we have quizzes, games and a glossary," said Patterson, the team's organizational leader.

Jake Morrissey, an aspiring teacher, was in charge of writing and editing the project. While compiling information on the web site, Morrissey never lost

sight of his audience. He paid close attention to writing about things an average 11-year-old would want to read. "I wanted to make it accessible to kids, but without being condescending or too sugary," said the 17-year-old who lives on a 100-acre farm located along the U.S. border.

Since this is one of the first farm information web sites specifically intended for young Net surfers, most of the material couldn't be found on the information highway and had to be searched out by the project's young employees. One student's personal experience of working on a farm came in handy while compiling farm definitions.

The bulk of the information, however, came from day trips the group took to different farms, orchards, and from personal interviews with farmers and relatives.

Erica Denison, Dawson College graphic design student, oversaw the graphics of the Internet pages. She took more than 200 photographs at farms and agricultural locations across southern Quebec. "You have to look at it [the web site] and want to read it".



Stuart Thiel, 17, an aspiring computer programmer, was in charge of standardizing the pages of formatted text. He used HTML (Hyper Text Markup Language) to decode the variations of text into a uniform language. It is then read by the software and later transferred onto the Internet to create, in this case, an agriculture web page.

Gordie Denison, the youngest member of the Agriculture For Your Classroom team, had no idea how to design a web page before he got the job. "I've also learned a lot about agriculture, too, working with this project. I didn't know too much about sheep because I work with cows a lot," said the 16-year-old who occasionally works on his uncle's dairy farm.

"I'VE ALSO LEARNED A LOT ABOUT AGRICULTURE, TOO, WORKING WITH THIS PROJECT. I DIDN'T KNOW TOO MUCH ABOUT SHEEP BECAUSE I WORK WITH COWS A LOT."

Rick Laverty, the high school's computer consultant and one of the supervisors of the \$16,000 agricultural web site, admitted that it takes a gifted group of students to pull off a project like this. The students were selected because, in addition to being bright, they displayed co-operation, organizational skills and a good sense of humour.

David Thiel, who handled the photo scanning and computer programming,

feels it was well worth devoting his summer to the project. Working on the agricultural education web site has made him feel like he has made a contribution to educating young children. "I guess it's just nice to put something useful on the Internet. I mean, the Internet has been totally flamed for not having any content or purpose ... and this is going to be a useful tool that people will use," said the 17-year-old, who hopes to be a teacher one day.

By Christina Wolaniuk

Quebec Farmers' Association Advocate



The team of young people working on the web site agreed that taking agriculture on-line will not only help school children acquire a better understanding of what agriculture is, but will also assist teachers who don't have agricultural text books.

The Quebec Farmers' Association is a non-profit organization with a mandate to serve the information, education and training needs of the English-speaking farming community of Quebec. Enhancing the visibility of agriculture in the classroom has been included among its program priorities for the last decade. For more information contact:

**Hugh Maynard
Executive Director
Tel.: 514-457-2010 -
Internet:
qfa@discovland.net**

LE GRENIER À GRAND-MAMAN

This is a site with all sorts of references to inform, develop and entertain every member of the family, from the youngest to the oldest. The home page will direct you to the various sections of the site where you can find links to mainly French-language sites organized according to the group they are most likely to attract. You will find a young peoples' section, a parents' section, a grandparents' section, a family section and a seasonal section that changes with the seasons or events: <http://www.blanche-mtl.com/>



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YOUNG ENTREPRENEUR FINANCING PROGRAM

FINANCIAL AND MANAGEMENT SERVICES



A tribute to Canadian inventors

In basketball, a fast break means an easy two points for the player who breaks away from the opposing team.

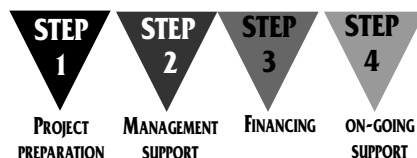
In today's world, a fast break may be just what young people need to create a rewarding opportunity for themselves, especially for those with great business ideas but who need financing and start-up help to get their businesses off the ground.

Canada's youth can now turn to the Business Development Bank of Canada (BDC) for a complete solution to their start-up needs. BDC's Young Entrepreneur Financing Program is designed to give our youth the opportunity to start the businesses they've always dreamed of owning.

A COMPLETE START-UP SOLUTION

The Young Entrepreneur Financing Program is aimed at giving start-up entrepreneurs between the ages of 18 and 34 a solid foundation to build a new business. Term financing of up to \$25,000 and 50 hours of tailor-made business management support help to ensure that entrepreneurs with commercially-viable business proposals and excellent growth potential get their businesses off the ground.

A FOUR-STEP PROCESS



AN EASY WAY FOR YOU TO GET STARTED

If you have a great business idea, here's how to get started.

1 Start by thoroughly organizing your project. There are many good business planning guides to help you develop your business proposal, including BDC's own Business Plan. A well prepared business plan will help you better understand your product or service, as well as your customers and market, as well as the amount of financing you'll need to get started. Once your business plan starts to take shape, contact the nearest BDC branch to discuss your proposal and to obtain a Self-Assessment Guide. This guide will help you assess your entrepreneurial skills and identify areas in business management where you may need additional support. When you have completed your Self-Assessment Guide and your business plan, return them to the BDC and arrange for a meeting to go over your business proposal.

2 During the meeting with a BDC manager, we will together determine the best way to proceed. If you need more help with your business plan or need to develop the marketing and finance skills necessary to start out on the right track, the BDC will help you. Once you've met all of the program requirements, financing could then be arranged for your business.

3 The flexible BDC loan can be used for a variety of business needs including the purchase of assets, for working capital or perhaps for the acquisition of a franchise. Repayment terms may take into consideration the projected cash flow of your business.

4 Following loan approval, the BDC will work closely with you to continue building your management skills. For the first two years you will have access to professional business management counselling. This will help ensure that your goals are realized and your business performance is on track.

IS THIS PROGRAM FOR YOU?

This program may be appropriate if you:

- are in the start-up phase;
- have a proposal that has realistic market and sales potential;
- demonstrate key personal characteristics of successful entrepreneurs;
- have made or will make a reasonable personal investment in the business;
- provide personal and credit references.

BDC: A DIFFERENT KIND OF BANK

The Business Development Bank of Canada is Canada's small business bank. BDC plays a leadership role in delivering financial and management services, with a particular focus on the emerging and exporting sectors of the economy. For more information, contact the BDC branch nearest you; call toll free, 1 888 INFO BDC (1 888 463-6232) or visit our web site at www.bdc.ca



THE CANADA POST CORPORATION FLIGHT FOR FREEDOM AWARDS



**THIS PAGE IS DEDICATED TO ALL
THE UNSUNG HEROES IN THE FIGHT
AGAINST ILLITERACY.**



The awards recognize and celebrate the commitment of organizations, businesses and individuals to the cause of literacy in Canada.

Awards will be given in the following categories:

**The Governor General's Flight for Freedom Award
The Government of Canada Literacy Innovation Award
The Corporate Canada Education Award
The Individual Achievement Award**

If you know an organization, business or individual who deserves to be considered for one of these prestigious awards, write to us today for a complete nomination package.

Write for: **FLIGHT FOR FREEDOM AWARD**

CANADA POST CORPORATION

2701 Riverside Drive, Suite N0610

Ottawa, On K1A 0B1

Nominations will be accepted until June 20, 1997



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BUDGET INFO

The following are a few measures announced in the recent federal budget that may in future be beneficial to the official-language minority communities:

- The government has granted an additional \$15 million (per year, for three years) to the Canadian Tourism Commission for tourism promotion.
- The Business Development Bank of Canada will have an additional \$50 million available for loans to the private sector to help fund tourism infrastructure.
- A sum of \$30 million will be made available, over the next years, to communities with 400 to 50,000 inhabitants to assist them in creating Internet sites.

THE NEWSLETTER

41-42

is published every four months and distributed by the Interdepartmental Co-ordination Directorate, Official Languages Support Programs,

Canadian Heritage.

We will be pleased to receive your comments and observations

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Next deadline:

August 22, 1997