

For immediate release

225,000 ALBERTANS SPEAK FRANÇAIS

A Marketing Campaign and an Information Call Centre

EDMONTON, September 6, 2011 – The ACFA launched today a province-wide French-language services promotional campaign and a bilingual information call centre.

A Marketing Campaign

Expected by numerous Alberta Francophone stakeholders, this campaign seeks to unite Albertans. It will raise awareness among Albertans and Francophones about services that are currently being provided in French in the province.

“225,000 Albertans speak FRANÇAIS. It is a simple but effective campaign theme. It focuses on all those people who are now offering or can offer services in French,” declared the President of the ACFA, Mrs. Dolorèse Nolette.

Until December 2011, this marketing campaign will utilize various media venues, such as:

- Transit interior cards within buses (UltraTail) in Calgary, Edmonton, Grande Prairie, Lethbridge and Red Deer;
- Digital billboards to be seen as people leave the airports of Calgary and Edmonton ;
- Billboards in Fort McMurray;
- Advertising in Le Franco and Le Chinook newspapers, and some English-language magazines (The Advocate and The Suture Line);
- Web banners on French browsers; and
- Posters available in all regions.

This is the first time that Alberta’s Francophone community takes action to promote services offered in French. “This is another step forward in making French-speaking Albertans aware of their number and what they can accomplish together.” Dolorèse Nolette mentioned.

A Bilingual Information Centre

The marketing campaign is paired with the implementation of a bilingual information centre. The two primary access points to this information centre are:

- A toll-free number: 1-888-580-ALLÔ (2556); and
- A website: www.servicesenfrancais.ca.

Updated regularly, this website provides information on various topics related to Alberta's Francophonie (including a large section on health). It also contains profiles, a calendar of events, a blog, a directory of French-language services, and a search engine.

"With this service, we will be able to redirect people to organizations, institutions, companies and professionals who over the years have developed a range of services in French but often remain unknown to the general public. If we cannot answer your questions, we will be more than happy to help you find the information you are looking for. We also rely on the cooperation of Albertans to help us improve this directory by sharing their discoveries of French services." Mrs. Nolette said.

The campaign has been designed by Leap Strategy and the Website has been developed by Begin with B. This important project is made possible by Health Canada funding and through the support of the *Réseau santé albertain* and *Société santé en français*. "We are talking about health in its broadest sense. We've all heard stories of French-speaking migrants and immigrants feeling helpless because of language barriers. By ensuring our presence in the public space, we are aiming at combating isolation." Mrs. Nolette concluded.

Founded in 1926, the ACFA (French Canadian Association of Alberta) is the official voice of the Francophone community in Alberta. As such, the ACFA is committed to ensure the continued development of the Alberta's French-speaking multicultural society

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