

Community, Commitment, Cooperation *Moving Forward Together*

SHOW US YOUR ROOTS: CBC QUEBEC AND QUEBEC COMMUNITY GROUPS NETWORK LAUNCH VIDEO CONTEST FOR ENGLISH-SPEAKING HIGH SCHOOL STUDENTS

For Immediate Release

MONTREAL, November 17, 2011 - CBC has teamed up with the Quebec Community Groups Network (QCGN) and community groups in Quebec to sponsor a video contest that encourages English-speaking high school students to discover the history and heritage of their families and communities.

“As the country’s public broadcaster, CBC is committed to connecting people and telling their stories,” said Pia Marquard, Managing Director CBC Quebec. “Our history and traditions are incredibly rich here. I’m looking forward to seeing the videos these students produce.”

Co-sponsored by the English-Language Arts Network (ELAN), the Quebec Anglophone Heritage Network (QAHN), and the Quebec English School Boards Association (QESBA) the **My Quebec Roots** video contest is designed to highlight the vibrant stories of English-speaking Quebec. Videos can tell the stories of their communities through pictures, sound and spoken word, exploring their past through the traditions of oral history and recording the stories of their community and family elders.

“Through this contest we want students to discover family and community traditions that were passed down from previous generations and to get to know the history of their English-speaking communities,” said QCGN President Noel Burke. “We want our youth to be aware of, and to be proud of, their cultural heritage and identity.”

Heritage network president Kevin O’Donnell said the video contest will encourage young Quebecers to get in touch with their roots and share the unique stories of their families and communities. The result will be a treasure trove of stories about Quebec’s English-speaking communities.

“What a great opportunity for students to become engaged in the arts while discovering and sharing the stories of English-speaking Quebec,” added Charles Childs, President of the English-Language Arts Network.

“The Quebec English School Board Association is really pleased to act as a sponsor for this CBC-QCGN initiative,” commented QESBA president David D’Aoust. “It strikes me as a great marriage between today’s technologies, so popular with our students, and the pressing need to give them opportunities to connect with who they are and where they come from.”

Starting January 2012, students between 13-18 years of age can upload their 2-3 minute videos to www.cbc.ca/montreal. Students can use cell phones and digital cameras to create their videos. Videos can be unedited or edited. The top 10 videos will be selected by the public which will be able to vote on CBC's website. The finalists will be judged by a panel that will include a CBC journalist, a filmmaker member of the English-Language Arts Network and an historian from the Quebec Anglophone Heritage Network which will select the three top winners.

- First Prize – an IPAD 2 16 GB
- Second Prize – an IPOD 8GB
- Third Prize – a \$50 gift certificate to the CBC Shop.

The winners will also be profiled online on the websites of CBC Montreal and QCGN.

The videos, which must be the original work of the contestant, will be judged overall impact, creativity and originality, content, and technical skills. To be valid, all entry forms and videos must be received by Monday, April 30, 2012. Full contest rules are available at www.cbc.ca/montreal and www.qcgn.ca/myquebecroots.

The Quebec Community Groups Network (www.qcgn.ca) is a not-for-profit organization bringing together 38 English-language community organizations across Quebec. Its mission is to identify, explore and address strategic issues affecting the development and vitality of English-speaking Quebec and to encourage dialogue and collaboration among its member organizations, individuals, community groups, institutions and leaders.

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