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PRESS RELEASE

Creative Arts and Sustainability Development Initiative Launched in Chevery

***The Quebec Labrador Foundation (QLF) and Netagamiou Community Learning Centre: Partners in the Creative Arts and Sustainability Development Initiative in Chevery***

Chevery, August 31, 2009 - The Netagamiou Community Learning Centre (CLC) will be coordinating a Creative Arts and Sustainability Development Initiative in Chevery in partnership with the QLF as well as Tourisme & Culture Chevery. This unique initiative has been funded through the **Canadian Heritage Development of Official-Language Communities Program - Community Life** component. The goals of this initiative are to sustain and foster youth and adult cultural expression through the arts, develop the local Anglophone arts scene and encourage cultural development within the English Speaking Community. This initiative will also promote the unique arts scene of Chevery to neighbouring communities and the outside world, positioning Chevery as an art and culture development centre along the Quebec Lower North Shore. Meaningful strategic learning and training opportunities will be provided in the fields of arts and cultural tourism. The initiative will foster the development of small-scale arts-based tourism, both within the scope of this proposal and beyond and is the incipient stage of a longer-term tourism effort. On the short term, this initiative will better promote English Speaking Community artistic culture to visitors and will help put in place activities aimed at tourists, including the 2010 Chevery Festival of the Arts, Conference & Trade Show. Activities will support local employment including helping artists gain confidence, use the arts to support existing organizations and businesses, as well as foster the long-term development of the culture and tourism industries; all the while supporting the preservation of this unique Anglophone culture for its intrinsic value.

*“There is an incredibly strong arts and culture foundation in Chevery and this initiative will help strengthen and build upon this foundation with both youth and adults,”* explains Netagamiou CLC Coordinator Ana Osborne. *“Partnerships are at the heart of the Community Learning Centre framework. We are extremely proud and excited to be partnering with the Quebec Labrador Foundation and Tourisme & Culture Chevery, and we look forward to the many other partnerships that this initiative will bring to our school and community”*.

Specific activities to be developed include an Artist in Residence programme, an interdisciplinary artists' guild, and a sustainability plan for Chevery's burgeoning Festival of the Arts, Conference and Tradeshow. The plan will include strategies to link the future Artist in Residence program with the July 2010 Chevery Festival of the Arts, Conference & Trade Show, whereby the artist in residence will work with

youth, adults, and local artists to develop and display artwork. The sustainability plan will also involve developing partnerships with Quebec CEGEP and university fine arts programs. Other arts based programming will include Creative Expression after school activities for youth, development of educational materials showcasing Chevery's arts background and available activities, and a series of evening painting sessions focusing on interpreting historical themes.

Anyone interested in this initiative is invited to contact the Netagamiou CLC.

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For more information:  
Ana Osborne, Development Agent  
Netagamiou Community Learning Centre  
1000 Route 138 Chevery, QC  
G0G 1G0  
Tel: 418-787-2107  
Fax: 418-787-2348  
Email [netagamiouclc@hotmail.com](mailto:netagamiouclc@hotmail.com)

The **Quebec Labrador Foundation** (QLF) ([www.qlf.org](http://www.qlf.org)) is a private, non-profit and charitable organization, incorporated in New York and in Quebec (the headquarters are in Montreal), whose mission is to support the rural communities and environment of Eastern Canada and New England and to create models of stewardship of natural resources and cultural heritage that can be applied worldwide.

The **Netagamiou Community Learning Centre** ([www.learnquebec.ca/en/content/clc/](http://www.learnquebec.ca/en/content/clc/)) strives to be a catalyst for positive change in students, families and the community by helping to cultivate a culture of lifelong learning, collaboration and capacity. Community Learning Centres are partnerships that provide a range of services and activities, often beyond the school day, to help meet the needs of learners, their families, and the wider community. Their aim is to support the holistic development of citizens and communities.



**Netagamiou**  
Community Learning Centre  
*A Catalyst for Positive Change*