



L'Association des francophones de Nanaimo

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FOR IMMEDIATE RELEASE
March 10 2015

L'Association des francophones de Nanaimo nominated for its Cultural Vitality!

What a great fit! As we declare when presenting our annual **Maple Sugar Festival du Sucre d'Érable**, we are passionate about **Tapping into Culture, Friends and Fun!** We are thus thrilled and honoured that the Nanaimo Francophone Association is chosen as a finalist for a **Business Achievement Award**, presented by the **Greater Nanaimo Chamber of Commerce**.

We have been distinguished in **"The Arts" sector of the Cultural Vitality category** — notably for our ongoing presentation of the **Maple Sugar Festival du Sucre d'Érable** in Nanaimo. At this beloved three-day event, which follows a three-day Cultural School Program (1550 students participated in 2015), we promote French language and culture, as part of our association's goals. The bilingual Festival draws visitors to Nanaimo from all parts of Vancouver Island and from the Lower Mainland. It celebrates eastern Canada's sugar shack traditions with an abundance of energetic folk musicians, dancers, and children's entertainers from various regions of Canada and from Central Vancouver Island. At the Festival, we offer French Canadian sweet and savoury food that includes the decadently sweet maple toffy on snow. The Festival's Market displays the wares of artisans and confectioners from the region.

It's all about our Festival's truly special ambiance, our *joie de vivre*, and our warm hospitality, which carries on throughout the year as we present diverse cultural events such as cinema evenings, comedy shows, musical entertainment, fine arts workshops, book fairs, and dinner gatherings. These events help us achieve another of our association's goals: to make a positive and lasting contribution in the community, economically, socially and culturally.

We look forward to attending the Business Achievement Awards ceremony on March 20 at Nanaimo's Coast Bastion Inn, for a fine evening spent with our fellow Business Achievement Award finalists and thank the Greater Nanaimo Chamber of Commerce once again for this honour.

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