



**MEDIA RELEASE
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The Rendez-vous de la Francophonie 2017: A Three-Dimensional Celebration!

Ottawa—January 12, 2017—The Canadian Foundation for Cross-Cultural Dialogue is proud to unveil the look of this year’s Rendez-vous de la Francophonie (RVF). The 19th edition of the RVF will take place from March 2–22, 2017. The theme for 2016–2018 is ***The Francophonie in 3D: Diversity, Duality, Dynamism!***

This year, two well-known spokespeople will help spread the word about RVF:

Mariette Mulaire has been president and CEO of the World Trade Centre Winnipeg since April 2013. She also co-chairs the 2017 Canada Games Host Society.

Emmanuel Bilodeau is equally at home in front of the camera and on stage, thanks to his career in theatre, cinema and television. He began performing as a humorist in 2015, and he will be part of the Just for Laughs comedy tour organized as part of the RVF 2017.



Today, the Foundation is unveiling the visual concept for the 2017 edition of the RVF, which portrays them as the focal point for a unique kind of energy: the one generated through the generations by the country’s various Francophone communities, and which has allowed these communities to build strong ties despite being spread over a vast territory. On the 150th anniversary of Confederation, promoting the values of cultural exchange, diversity and outreach therefore gains as an even richer significance for Canada’s Francophonie. An electronic version of the official poster is available at RVF.ca, in the “Media” section.

Regardless of what part of the country they call home, Canadians of all ages can participate in contests and other activities organized as part of the RVF. In addition to dictation contests and the *Flashmob à ton école* video contest for French immersion programs, the celebrations will include a Just for Laughs comedy tour and screenings of films from the National Film Board.

Visit RVF.ca today to discover a variety of new features, such as the new *In Action!* section of the site, and learn about some of the contests that are already underway. Follow us on social media—Facebook, Twitter, Instagram and YouTube—using the #RVFranco hashtag.

The RVF 2017 team would like to thank its major partners, namely the Department of Canadian Heritage, Just for Laughs, Air Canada, the Association canadienne d'éducation de langue française (ACELF), the Language Portal of Canada, NAV Canada, the National Film Board, Parks Canada, the Fédération de la jeunesse canadienne-française (FJCF), the Collège La Cité, UNIS TV, Canada Post, VIA Rail, the Secrétariat aux affaires intergouvernementales canadiennes (SAIC), the Conseil scolaire francophone de la Colombie-Britannique, the University of Ottawa, RDÉE Canada, Groupe Média TFO, the Government of Manitoba and the Mouvement d'implication francophone d'Orléans (MIFO).

The RVF are organized in conjunction with the Journée internationale de la Francophonie (March 20), an annual event that celebrates the French language and diverse Francophone cultures. Made possible by the financial support of Canadian Heritage, the RVF are overseen by the Canadian Foundation for Cross-Cultural Dialogue.

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