

INODE ESTRIE IS MOVING AHEAD!

A unique strategy to publicise the opportunities of the Eastern Townships

Sherbrooke, December 3rd, 2010 – A dynamic new campaign is being launched today aimed at post-secondary students in the Eastern Townships, with the unveiling of the *Inode Estrie* support network, dedicated to the welcoming and establishment of these young residents. In each MRC of the region, local agents associated with this strategy will assist young people interested in living in the Eastern Townships with locating employment, work placement training (stage) or a home.

The Eastern Townships...Just as Beautiful on the Inside

Thanks to its network of professionals, *Inode Estrie* will introduce young people ages 18 to 35 to the many professional opportunities and daily perks of living in the Eastern Townships. For young people about to complete their post-secondary education who have employment in mind, this region also boasts a little something that makes all the difference. From countryside to town, from the shores of a lake to the heart of a village, the Eastern Townships offer a broad array of living environments that will attract young people to settle in the region.

“As a lifelong Townships resident who chose to settle in the region, I knew what interesting opportunities the Eastern Townships had to offer, on all levels, from employment and education to extra-curricular,” explains Sheila Quinn, Migration Agent with Make Way for YOUth. “Through my work with Make Way for YOUth, I’ve realized that not only is the quality of life exceptional, but job opportunities are also surprisingly numerous.”

With the support of a liaison agent, *Inode Estrie* will ensure a significant presence in the Eastern Township’s educational institutions. During Career Days (*Journées Carrière*) as well as job fairs, the agent will inform students about employment and training opportunities, as well as the exceptional quality of life that the Eastern Townships offer. As a means of ensuring personalized coaching, the agent will also create links between young people looking to establish themselves in the region and the local professionals associated with the welcoming strategy (Migration Agents from *Make Way for YOUth* and *Place aux jeunes*, counsellors from *Carrefour Jeunesse-Emploi*, etc.). This strategy consists of a unique regional process aimed at assisting young people entering the regional job market.

“As a young person in the workforce, I decided to settle in the Eastern Townships”, says Guillaume Tousignant, incumbent president of *Forum Jeunesse Estrie*. “With this regional strategy, I’m sure that many other young people will make the same choice not only when they learn about the possibilities offered by this region, but also when they meet the passionate people who are here to welcome them.”



Welcoming: Everyone's Duty

The municipalities of the Eastern Townships will also be involved. Over the next three years, *Inode Estrie* will offer support to eighteen municipalities in order to assist them with the welcoming and establishment of new residents on their territory.

These municipalities will be guided and equipped by the community development agent from *Inode Estrie*, a very useful service according to Maurice Bernier, president of the *Conférence Régionale des Élus de l'Estrie*. "Each municipality must recognize both its own potential, and the need to revitalize its population to ensure its future", indicates Mr. Bernier. "From either a demographic or labour needs perspective, these actions have economical, social, environmental and cultural impacts that are critical for our communities".

Located in the MRC des Sources, the municipality of St-Adrien will be among the first to benefit from this support. "We are pleased to rely on *Inode Estrie* in order to improve our municipal initiatives", says Pierre Therrien, mayor of St-Adrien. "The vitality of local services and the revitalization of the population represent two of our priorities, and I encourage every municipality in the Eastern Townships to do something regarding this issue".

Finally, a mobilization committee was created in order to support the implementation of this regional strategy. "We are counting on the participation of some twenty regional organisations within the mobilization committee", conclude Olivier Brière and Katherine Gouin, both of *Inode Estrie*. "Among other things, these organizations will ensure that our actions are coherent and complementary to those already initiated in each MRC in the Eastern Townships, and as widely spread as possible within our territory".

For more information, please visit the website of *Inode Estrie* at www.InodeEstrie.qc.ca.

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Inode Estrie is a regional strategy for the support of welcoming and establishment in the Eastern Townships. *Inode Estrie's* activities are made possible through the financial contribution of the *Forum Jeunesse Estrie* as well as the *Conférence Régionale Des Élus de l'Estrie*.

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Available for interviews on Friday, December 3rd, between 11h 30 and 13h, and between 15h and 17h.

