

## NEWS RELEASE

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### NEW EXECUTIVE DIRECTOR NAMED

**OTTAWA** – André Brin, formerly with Hockey Canada, has been named Executive Director for the third edition of the *Jeux de la francophonie canadienne* (Canadian Francophone Games). This major sports and arts competition is spearheaded by the *Fédération de la jeunesse canadienne-française* (FJCF) and will be held in Winnipeg from July 20 to 24, 2005.

A Manitoba native, André Brin served for more than five years as Manager of Media Relations for Hockey Canada, the body that administers all minor, amateur and international hockey in Canada. He has extensive experience in sports and recreation fields at both the provincial – Manitoba and Alberta – and national levels.

The new Executive Director is a sports and youth leadership enthusiast. His experience includes working on a number of major sporting events, including the 2002 Winter Olympic Games, four Women's World Hockey Championships (1999, 2000, 2001 and 2004), one Men's World Hockey Championship (1999), and five World Junior Hockey Championships (2000-2004).

“Managing the Games is exactly the kind of challenge I was ready to take on at this point of my career. I'm delighted to have the opportunity to go back to my home province to stage a large-scale event. With the support of the City of Winnipeg, the Province of Manitoba and an A-team as an organizing committee, I will do everything in my power to ensure the Games are a success,” said André Brin.

Brin also has in-depth understanding of Manitoba's youth community, having previously held the position of Executive Director with Manitoba's *Conseil jeunesse provincial*. During his four years in this position, he broadened and honed his skills in project coordination, advocacy and management of a non-profit organization.

“The Winnipeg Organizing Committee has hired a dedicated individual, someone who's very comfortable working with young people, and extremely knowledgeable in the area of sports and recreation. Thanks to his cultural background, he also has an instinctive feel for the mission of the Games. In all aspects, André Brin is the right person for the job,” added Chantal Berard, Executive Director of the *Fédération de la jeunesse canadienne-française* (FJCF), the national Francophone youth organization that heads up the Games.

More than 1,000 young people from across the country will gather in Winnipeg in July 2005 to compete for top honours in a series of sports, arts and leadership competitions. By this summer, the *chefs de mission* will have been selected, planning and programming will be well underway, and major sponsors will have been confirmed. The games begin in 15 months.

The triennial Games were created by the FJCF in 1999 to bring together Francophone youth from across the country in a healthy spirit of competition. The FJCF promotes the wholesome development of young people aged 14 to 25 by working hand in hand with its 11 associate members, which represent nine provinces and two territories.