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## NEWS RELEASE

For Immediate Release:  
July 23, 2004

### **For the first time, Winnipeg welcomes the chefs de mission of the 2005 *Jeux de la francophonie canadienne*.**

#### *Unveiling of official visual identity and recruitment launch*

**Winnipeg (MB)** – For the first time on July 23 and 24, the Organizing Committee of the *3rd Jeux de la francophonie canadienne*, spearheaded by the *Fédération de la jeunesse canadienne-française*, welcomes the chefs de mission in charge of the 14 delegations that will gather in Winnipeg from July 20 to 24, 2005 for this unique national event.

The chefs de mission meet in Winnipeg on July 23 and 24 under the aegis of the Games' organizing body, the *Fédération de la jeunesse canadienne-française* (FJCF). They will discuss the program, examine technical guides, look at plans for 2005 with the organizing committee, and visit potential venues. When they return home, the chefs de mission will start recruiting participants and form delegations with the support from regional recruitment partners.

Over the course of five days, the Games will bring together more than 1,000 athletes and artists aged 13 to 18 from across Canada. "The Games not only encourage youth to display their talents in various sports and artistic disciplines; they seek to boost cultural pride, self-confidence and leadership skills in a spirit of healthy competition," added Chantal Berard, Executive Director of the FJCF. "With its sports facilities and wealth of artistic and cultural attractions, Winnipeg is the ideal venue for the third edition. It's going to be great!"

At a news conference today at the Collège universitaire de Saint-Boniface Student Centre, the 'Jeux de la francophonie canadienne (Winnipeg 2005) inc.' Organizing Committee also unveiled the 2005 Games visual identity and a few program highlights.

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## Count down to 2005 Games Has Started

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Designed by local marketing firm Market Force inc. under the direction of the organizing committee, the visual identity of the 2005 Games will be displayed on all promotional and recruitment materials. The image evokes youth in action, while reflecting local Francophone pride and the national character of the Games. The official colours, purple and green, reflect the energy of youth and the host community. The official slogan of the 2005 Games, “On your marks... set?” extends an invitation to participants and public alike to join in the celebrations.

“This is an exciting day for Winnipeg, what with the arrival of the chefs de mission and the unveiling of the visual identity—not to mention the fact that our city is the first in Western Canada to host the Games,” said André Brin, Director of the Organizing Committee of Jeux de la francophonie canadienne (Winnipeg 2005) inc. “The Games are one year away, and with support from government and the Franco-Manitoba community, we’re getting everything ready to stage an event that all of Manitoba will be proud of.”

The 2005 edition of the *Jeux de la francophonie canadienne* includes three sports competitions (track and field, badminton, volleyball), three artistic competitions (visual arts, improv, music), two demonstration competitions that are unique in 2005 (3-on-3 basketball, video), and one leadership component (apprentice chefs de mission, organizing activities, media).

One of the largest youth gatherings in Canada, the Games are also one of the most popular, in part because of the sense of belonging they foster, but also because they promote the vitality of French-Canadian culture, society and language. The first two editions of the Games were held in Memramcook, New Brunswick, in 1999 and Rivière-du-Loup, Québec, in 2002.

For further information about the Games, the FJCF and the 2005 host community, Winnipeg, visit the official Games website at [www.jeuxfc.ca](http://www.jeuxfc.ca)

Anyone wishing to volunteer is asked to contact the 2005 Games Organizing Committee by phone at 204-929-2005, or by email at [jeuxfc2005@jeuxfc.ca](mailto:jeuxfc2005@jeuxfc.ca), and to provide full contact details (name, phone number, email, and specific interests).

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