



2020
VICTORIA

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PRESS RELEASE
For immediate release

Victoria 2020 Names Casey Edmunds Executive Director

VICTORIA, September 7, 2018 — The Victoria 2020 Canadian Francophone Games (CFGames) Organizing Committee has selected Casey Edmunds as their Executive Director. In accepting the position, Edmunds will return to his native British Columbia.

Edmunds will take a leave of absence from his current position as Executive Director of Francophonie jeunesse Alberta (FJA) (Alberta Youth Francophony) in order to plan and organize the Victoria 2020 CFGames.

“We are very happy to welcome Casey as the Executive Director of this great event,” said Marie-Pierre Lavoie, Victoria 2020 Canadian Francophone Games Organizing Committee Board Chair. “Casey’s energy and passion for the Canadian Francophony are strengths that make him a great choice for this position. His participation in two previous editions of the CFGames definitely helped solidify our selection decision.”

The work Edmunds has done with FJA over the last four years has allowed him to develop the knowledge and skills required to manage a successful community organization. He has extensive experience working closely with government agencies, self-financing means, human resources, communications, project coordination and implementation of youth programming. Edmunds contributed almost 15 years to the Francophony in Alberta as a volunteer and cultural stakeholder. He sat on several governing boards as a director, and also five years as chair of Regroupement artistique francophone de l’Alberta (RAFA) (Alberta Francophone Arts Group). He helped further several important files for the Alberta Francophony, specifically in the fields of arts and culture, politics, youth, inclusion and LGBTQ community.

“This position is like getting back to basics when it comes to my francophone awakening,” explained Edmunds. “I will be closing the loop of my first experiences in French. It is thanks to the CFGames that today, the Francophony is still vibrant in my life and that I strive to communicate this value to others.”

Edmunds immediate priorities will be to organize the planning of the CFGames, hire initial employees, and continue to acquire funding. So far the Organizing Committee has received funding from the Government of Canada (Canadian Heritage), the City of Victoria, the District of Oak Bay and the Société francophone de Victoria (Victoria Francophone Society).

Edmunds will officially begin his responsibilities with Victoria 2020 on November 19, 2018.

About the Victoria 2020 Canadian Francophone Games Organizing Committee

The Victoria 2020 Canadian Francophone Games Organizing Committee is tasked with delivering the CFGames to contribute to the sociocultural development and identity building of young Canadians aged 14 to 18 who speak French. During the CFGames, those young Canadians will take part in more than 70 events in 13 disciplines in art, leadership and sports. The events include: visual arts, public speaking, track and field and volleyball. Culinary arts and sailing will also be part of the program during the 2020 CFGames as demonstration disciplines.

About the Canadian Francophone Games (Jeux de la francophonie canadienne – CFGames)

The Canadian Francophone Games are among the largest gatherings of Canada’s French speaking youth. In addition to encouraging hundreds of young people to exercise their talents in one of three sectors (art, leadership and sport), the CFGames showcase cultural pride, self-confidence and leadership abilities in a friendly, competitive setting. The CFGames are a [Fédération de la jeunesse canadienne-française](#) (French Canadian Youth Federation - FJCF) initiative, supported financially by the [government of Canada](#).

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