
News Release

FOR IMMEDIATE RELEASE
November 12, 2010

LOCAL ECONOMY AND FRANCOPHONE TOURISM BENEFIT FROM GOVERNMENT INVESTMENT

Winnipeg, Manitoba – Manitoba’s Francophone tourism market and economy will benefit from a government investment of \$889,000 under the Canada-Manitoba Western Economic Partnership Agreement (WEPA).

“Our strong and proud francophone history and culture adds to the province’s diversity and attracts travellers from around the world to Manitoba’s doorstep,” said Premier Greg Selinger. “Investing, developing and marketing our cultural diversity builds on the Manitoba advantage that comes with boasting one of Canada’s largest francophone communities outside of Quebec.”

“Manitoba has a strong, vibrant Francophone community, and this important investment will help attract even more business and tourism opportunities from around the French-speaking world,” said Shelly Glover, Member of Parliament for Saint Boniface, on behalf of the Honourable Lynne Yelich, Minister of State for Western Economic Diversification.

Funding will support a four-year project with the *Conseil de développement économique des municipalités bilingues du Manitoba (CDEM)* and *Entreprises Riel*, involving three major components:

- Continuing work on CDEM’s Tourism Action Plan to further develop, market and promote Francophone tourism products and attractions.
- Expanding *Entreprises Riel’s* Tourism Strategic Plan by continuing to provide bilingual tourism information services, and promoting tourism attractions and products within the Riel region.
- Continuing to develop *Enterprises Riel’s* Economic Development Strategic Plan to position the Riel region as a place for Francophone business start-up and migration.

These initiatives will enhance tourism and economic development in Winnipeg's Riel region and the Province of Manitoba by improving the quality of tourism products offered by local service providers, providing higher quality experiences for visitors, and broadening investment opportunities for new Canadians.

Since 1996, CDEM has become a leader in economic development in Manitoba, and has embraced the power of bilingualism to stimulate, encourage and support bilingual municipalities as unique and promising places to live and do business.

Entreprises Riel is responsible for Francophone economic, community and tourism development initiatives in the City of Winnipeg's Riel District, which includes Saint-Boniface, Saint-Vital and Saint-Norbert.

"This funding will allow us to enhance our capacity in the community, and adapt our region's potential to showcase our tourist attractions to outside visitors," said Paul Grenier, President of CDEM. Through our strategic marketing plan, we will promote bilingual municipalities as a destination to be rediscovered."

"This government support will allow us to make a significant impact on our communities," said Brian Denysuk, President of Entreprises Riel. "Since the signing of the last agreement, we have realized a benefit of more than \$73 million through our economic activities, and tourism will bring an additional \$2.16 million to Manitoba."

Under the Canada-Manitoba Western Economic Partnership Agreement, Canada and Manitoba are contributing \$25 million each, over four years, to strengthen economic activity and improve the quality of life in western Canadian communities.

Media inquiries may be directed to:

Brian Williamson
Communications, Winnipeg
Western Economic Diversification Canada
Telephone: (204) 983-6243
www.wd-deo.gc.ca

Joe Czech
Communications Coordinator
Communication Services Manitoba
Telephone: (204) 945-6778
www.gov.mb.ca

WD Toll-Free Number: 1 888 338-WEST (9378)
TTY: 1 877 303-3388
Web Site: WD is online at www.wd-deo.gc.ca

A stronger West. A stronger Canada.