



An original and community-uniting project: *Baby deer discovers Argenteuil* book launch

Lachute, June 22, 2009 — The MRC d'Argenteuil's council and Ms. Louise Blouin, ÉLÉ (Éveil à la Lecture et à l'Écriture [Discover reading and writing]) project coordinator are proud to announce the child welcoming book *Baby deer discovers Argenteuil*.

“This project is a result of a collaborative effort bringing together many community partners. My colleagues and I are particularly proud of this wonderful book, which constitute without a doubt an original and community-uniting project”, explains Mr. Daniel Beaulieu, Warden of the MRC d'Argenteuil and Mayor of the municipality of Saint-André-d'Argenteuil.

This book, printed in 2000 copies, is dedicated and given by the mayor to all parents in order to welcome their new-born and promote reading to families. ÉLÉ Argenteuil is the product of the Politique gouvernementale d'éducation des adultes et de la formation continue [Government Adult Education and Training Policy] action plan, which is under the control of the Ministère de l'Éducation, du Loisir et du Sport.

The MRC d'Argenteuil is facing two fundamental issues: literacy and educational success. The MRC adopted to that regard in 2005 its Cultural policy. The ÉLÉ program, Éveil à la lecture et à l'écriture, has done a tremendous work to this effect over the last three years. The Argenteuil ÉLÉ committee, which the MRC sits on, has organised, in October 2007, an evening awareness session on reading and writing, hosted by Georges-Hébert Germain and intended for the officials of Argenteuil. The evening gave birth to an innovative project: create a book that welcomes children, and this, in both English and French. Later on, other community partners quickly took up the challenge.

The illustrations of *Baby deer discovers Argenteuil* have been drawn by students in high school grades IV and V at the Polyvalente Lavigne. These young artists have dedicated a drawing to each of the nine local municipalities of the MRC. The text was written by partners of the *Éveil à la Lecture et à l'Écriture (ÉLÉ)* project.

The Warden of the MRC d'Argenteuil, Mr. Daniel Beaulieu, wanted to acknowledge the work of the many collaborators of the welcoming book project: Louise Blouin, ÉLÉ project coordinator; France Lyonnais, art teacher, Isabelle Lalonde, intern teacher and the nine artists from the Polyvalente Lavigne; Marc Carrière, director general and Catherine Lapointe, cultural development officer at the MRC d'Argenteuil; Caroline Richer from the public library of Brownsburg-Chatham; Nathalie Fournelle, consultant at the local employment centre of Lachute; Chantal Ranger, partnership development officer for the elementary schools of Argenteuil at the Commission scolaire de la Rivière-du-Nord; Dominique Laroche, social worker at the Centre de santé et de services sociaux d'Argenteuil; and Georges-Hébert Germain, author and resident of Argenteuil.

We would also like to thank the Ministère de la Culture, des Communications et de la Condition féminine, the MNA of Argenteuil and Minister of Labour Mr. David Whissell and the MRC d'Argenteuil's mayors council for their financial support.

"I am proud to participate in the achievement of this great innovative project. I hope this tool will allow the new families of Argenteuil to cultivate their interest in reading at a young age. This project mobilized many partners and social and community-based players, thus significantly contributed to the success of this book. Enjoy your reading!", stated the MNA of Argenteuil, Mr. David Whissell.

Finally, many thanks to all mayors of the MRC d'Argenteuil for their commitment and engagement.

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