

ESTRIE EMPLOYERS REWARDED FOR PROMOTING DIVERSITY

Sherbrooke, November 17, 2020 - Estrie Aide, Café Vittoria, Powerflow Canada and Entretien Fabien Perron were honoured on Tuesday, November 17 at the ceremony for the 2020 Cultural Diversity Awards. These distinctions, awarded for the past six years by the organization Actions interculturelles, are intended to reward Estrie employers who have distinguished themselves through their efforts in recruiting and integrating cultural diversity within their teams.

As part of the Foire Diversité Emploi, the 2020 Cultural Diversity Awards ceremony took place online in the presence of Ms. Élisabeth Brière, Member of Parliament for Sherbrooke, Ms. Geneviève Hebert, National Assembly Member for Saint-François, Ms. Vicki-May Hamm, Mayor of Magog, and Mr. Jean Perrault, President of La Tribune and former Mayor of Sherbrooke.

Ms. Élisabeth Brière, Member of Parliament for Sherbrooke and Parliamentary Secretary to the Minister of Economic Development and Official Languages, did not hesitate to congratulate the four winners for their efforts. "Today's ceremony underscores the importance of including diversity in all its forms in the workplace. I commend the winners for their efforts in this regard."

Estrie Aide, Café Vittoria, and Powerflow Canada each received a Cultural Diversity Award to recognize their exemplary contribution to cultural diversity management within their teams. **Estrie Aide** was also named the "coup de coeur" by the members of the jury who evaluated the nominations.

"The inclusion of immigrants and diversity is in the DNA of Estrie Aide. It is thanks to our differences that we progress every day together. This award is a great gift for our team, », said Mr. Marc Gingras, Director General of Estrie Aide.

Orientation Travail, through its President, Mr. Stéphane Reynolds, was keen to offer a fourth prize and a special mention to an inclusive employer, **Entretien Fabien Perron**, who values the principle of diversity in its broadest aspect.

"My team and I would like to congratulate the recipients of the de 2020 Cultural Diversity Awards: Estrie Aide, Café Vittoria, Powerflow Canada as well as Entretien Fabien Perron, who received a special mention from our partner, Orientation Travail. We are proud to see that employers in the Estrie region are redoubling their efforts, year after year, to manage and include diversity within their teams. These employers will undoubtedly be an inspiration for others who will hopefully follow in their footsteps," concludes Mr. Mohamed Soulami, Director General of Actions interculturelles.

As a reminder, this year's Foire Diversité Emploi takes place from November 19 to 21 and will be 100% online. Virtual kiosks, chat rooms and online interviews will allow participants to go beyond the geographical constraints and to make connections with employers that may not have been possible face-to-face.



About Actions interculturelles: Actions interculturelles is a non-profit organization whose mission is to promote the contribution of cultural diversity to our society by encouraging sharing between different communities from here and elsewhere. Its numerous projects reach out to various audiences with the goal of education, awareness of pluralism and collaboration on cultural events. <http://www.aide.org/>

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