

PRESS RELEASE

Saturday, June 5, 2021

Beaubassin-est wins the Éloizes Award in the Support of the Arts category

Beaubassin-est won the Éloizes Award in the Support of the Arts category during the Gala broadcasted on Saturday, June 5, on Radio-Canada, for its support of the arts and culture community in recent years. After the adoption of the Cultural Policy and Plan, the Rural Community has multiplied initiatives, in particular by drastically increasing the budgets allocated to this sector in addition to creating many partnerships to allow stakeholders to develop projects in the community.

"I am really proud of this recognition, and I would like to thank all the Council members for having put everything in place to allow the staff to carry out this project", says Beaubassin-est outgoing Mayor, Ronnie Duguay. "Council and staff worked together to realize many initiatives that have contributed to the development of our great community, and we see the results with obtaining this award. "

Outgoing Councillor André Bourque, who sat for 15 years at the Council table, brought this project in 2014 and the Council decided to participate in this project led by the Association francophone des municipalités du Nouveau-Brunswick (AFMNB) and the Association acadienne des artistes professionnel.le.s du Nouveau-Brunswick (AAAPNB), aimed at developing a Cultural Policy and Plan. Since then, all Council members have supported the process allowing staff to carry out great projects and submit a nomination for the Éloizes Awards presented by the AAAPNB.

"All this would not have been possible without the support of the Council and community, and we must also recognize the efforts of outgoing Deputy Mayor, Susan Cormier, who chaired the cultural committee brilliantly during her mandate", says Carole Friolet-Landry, Communication Community Officer. After the adoption of the Cultural Policy, the Council wanted to invest in the arts and culture. Grant amounts have grown from \$ 10,000 in 2016 to over \$ 50,000 in 2019, and these financial supports continue to increase. Staff have also developed several partnerships to ensure support for organizations for years to come.

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"Afterward, the process of adopting the Cultural Plan has enabled Beaubassin-est to get closer to its organizations and to undertake collaborations that continue to develop", adds Mrs. Friolet-Landry. "We were able to identify the needs of the community and set up services and programs to help them. One of the first successes of this initiative was the Beaubassin-est CMA Day in 2019 which attracted more than 3,500 people. We were inspired by the cultural mediation model to bring together people from all sectors around the same table to develop a wide variety of programming that attracted attention. "

Beaubassin-est was a young municipality which perhaps did not have the human resources of other participants of the Congrès mondial acadien (CMA), but it was able to count on a multitude of volunteers who knew how to take up the challenge to organize great activities. "We expected to receive a few project submissions, but we were pleasantly surprised to be able to present twelve activities during our day," says Mrs. Friolet-Landry.

The Éloizes allow artists and communities to build relationships and pay tribute to those who breathe new life into the development of modern Acadia. Beaubassin-est is very grateful for having been able to participate in the Cultural Policy pilot project and for the constant support in the process. All of this would not have been possible without the help of the AAAPNB, and in particular Line Godbout who guided and helped elected officials and staff at every step.

The Sud-Acadie Cultural Society Cultural Development Officer, Joanne LeBlanc-Skyrie, was also a key element, and she also won an Éloizes Award, in the Artistic Production Support category. From the start, she sat on the Beaubassin-est cultural development committee. "We cannot thank her enough for her involvement with our community," concludes Carole Friolet-Landry.

And there are several others who have contributed to this award, but there are too many to name them all, these are the people who work every day in community organizations so that this beautiful community flourishes. Beaubassin-est wants to thank them, and it goes without saying that the new Council will continue its efforts to ensure that Beaubassin-est always remains the ideal place to live, for a rural life without compromise!

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