

Passion
& HISTOIRE

SAINT-BONIFACE

PASSION & HISTOIRE – Branding made to attract residents and tourists to St. Boniface.

The Francophone community's "fire" still

Passion and History: two words that are the hallmark of the dynamic, vibrant and lively Francophone neighbourhood of St. Boniface. Those two words also sum up a strong culture, a rich past and a thriving economy.

Passion & Histoire reflects the desire to breathe well-deserved new life into Manitoba's Francophone community, and to attract tourists from around the world here, to St. Boniface. It is also a desire to prove that Francophone tourism is an asset not just for Winnipeg but for our province, as well.

That's why Travel Manitoba teamed up with Tourisme Riel and the community to create this new location brand image. It all started with a trip to Louisiana and the inspiration of the Cajun culture.

Michelle Gervais, Executive Director of Tourisme Riel, recalls: "Like the Cajuns, we were marginalized. Today, our respective French language cultures are flourishing, exuding joie de vivre and beauty. The Province, through Travel Manitoba, knows this and is helping us promote Manitoba's Francophone community and all it has to offer."



Normand Gousseau, General manager of Entreprises Riel, Michelle Gervais, General Manager of Tourisme Riel and Colin Ferguson, CEO of Travel Manitoba in front of the new branding of St. Boniface.

In the wake of the official brand launch in April and a documentary that has continued to spark interest since June, along with historic and culinary tours and the *Passion & Histoire* banners throughout St. Boniface, organizations and merchants are now following this movement of pride, solidarity and inclusion. English-speaking residents also want to be a part of this large

community. After all, *Passion & Histoire* belongs to and is driven by the community, which was behind the selection of those two symbolic terms. It is therefore up to the community to take ownership of and spread the word.

This is just the beginning of the initiative, which is why, as Michelle Gervais puts it, "we need to keep it going!"

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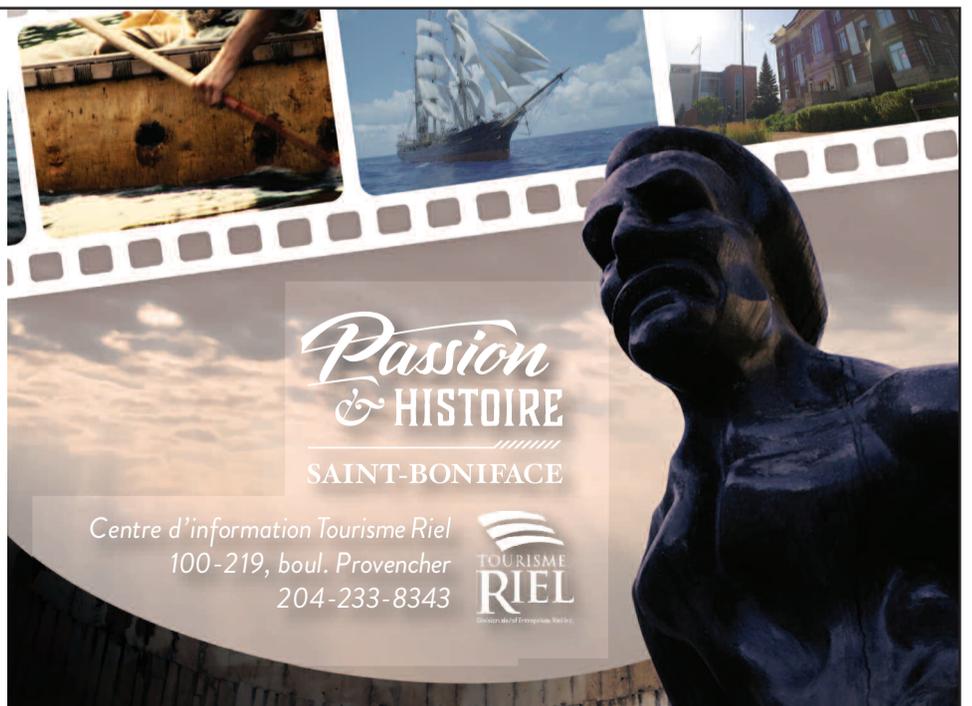
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Un documentaire sur l'histoire riche et captivante de la communauté francophone et métisse du Manitoba.

Visionnements du lundi au vendredi à 9 h, 12 h et 15 h
(ou sur demande)
au 219, boulevard Provencher



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