

The colors of "Village international de la francophonie 2010"



Maillardville / Coquitlam, July 29th, 2008 - It is with great anticipation that La Société francophone de Maillardville launches the colourful image of one of the most significant peripheral events which will be held during the Olympic Games 2010. This lively event is aimed at Francophones and lovers of all that is French, to help celebrate Canada's linguistic duality by featuring a special two-week edition of Festival du Bois. One of the most diversified cultural programs ever featured in British Columbia, the Village will honor French talent from many corners of the world. During the 2010 Games, visitors from Canada and abroad will have a unique opportunity to discover the impressive diversity of French Canadian culture.

The visual image of *the Village international de la francophonie 2010* reflects the fundamental role of Francophones on the world stage by placing the earth in the heart of the fleur-de-lys. The Village wishes to act as a rallying factor among all French-speaking people; a world without borders, in which language and culture support and strengthen their solidarity. Blue, which is symbolically associated with creativity and communication, is combined with green, to demonstrate hope in conserving one of the languages first spoken in Canada. The choice of green also depicts the environmental consciousness of the *Village international de la francophonie 2010* in preserving all our communities for posterity.

The will to maintain the richness of *La Francophonie* is of utmost important to the citizens of Maillardville / Coquitlam, the first organized French-speaking community in British Columbia. The City will host the *Village international de la francophonie 2010*, the popular gathering place in the Greater Vancouver area from February 12th to the 28th during the 2010 Winter Games.

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Société francophone de Maillardville mandate is to promote and facilitate access to arts and cultural traditions in Maillardville/Coquitlam and its region, Metro Vancouver, by presenting events such as a festival, concerts, visual arts exhibitions and other activities in French related to education and community development in the region