

FOR IMMEDIATE RELEASE
CNW, code 63
+ Îles-de-la-Madeleine regional weeklies

The Minister of Tourism supports the ECONOMUSEUM® Network Society

Îles-de-la-Madeleine, September 11, 2010—In conjunction with the inauguration of the Fromagerie du Pied-De-Vent ECONOMUSEUM®, MNA for Îles-de-la-Madeleine Germain Chevarie was pleased to announce on behalf of Minister of Tourism Nicole Ménard the granting of \$225 000 in financial assistance to the ECONOMUSEUM® Network Society.

Minister Ménard emphasized the noteworthy development potential of this network for the Québec tourist industry. The ECONOMUSEUM® network is attracting growing numbers of visitors and is contributing positively to transmitting and sharing, in a contemporary perspective, know-how in the traditional occupations. This highlights the breadth and diversity of our heritage and the quality of rural products that make Québec a unique destination,” Minister Ménard noted.

“I would like to congratulate all of the partners involved in the establishment of this ECONOMUSEUM® in the Îles-de-la-Madeleine. This new attraction will enhance the quality of tourism offerings and generate significant economic spinoff for the region,” added MNA for Îles-de-la-Madeleine Germain Chevarie.

Cyril Simard, President of the Board of Directors of the ECONOMUSEUM® Network Society emphasized that the patented ECONOMUSEOLOGY concept applied in a tailor-made, professional manner to businesses allows for the development of outstanding authentic, interactive, educational cultural tourism experiences that showcase artisans at work.

The assistance granted will, in particular, enable the association to implement an entrepreneurship assistance program aimed at enhancing corporate competitiveness. “This initiative fits in all respects with the key directions of my department from the standpoint of development, marketing and strategic planning. It is essential in the current competitive environment to broaden our tourism offerings in order to promote tourism and build loyalty among tourists,” Minister Ménard concluded.

The ECONOMUSEUM® Network Society is a non-profit organization that assembles arts and crafts enterprises or businesses in the agroprocessing industry selected for their quality and authenticity. It encompasses 36 small-scale enterprises, 21 devoted to the arts and crafts and 15 in the agroprocessing industry, established in 14 regions of Québec. It employs nearly 500 craftspersons and workers who welcomed over 600 000 visitors to their workshops last year. The assistance granted to the ECONOMUSEUM® Network Society comes from the Programme d'aide financière aux associations touristiques sectorielles.

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