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## IMMEDIATE RELEASE

# PRESS RELEASE

## **cInéMAGINE JEUNESSE from the 4<sup>th</sup> to the 14<sup>th</sup> of December 2007 in Calgary, Lethbrige, St Albert, and Cochrane**

**Lethbridge, November 28th, 2007** – Due to the success of the last viewing of French language films for the students of Francophone and French immersion schools in the cinemas of Calgary and Cochrane in December of 2006, cInéMAGINE JEUNESSE has decided to repeat this activity. There are four feature films, which each suite a different age group: students in Kindergarten to grade 3 will have the opportunity to watch *Le cheval de Saint Nicolas* by Mischa Kamp; students from grades 4 to 6 will have the opportunity to watch *Azur et Asmar* by Michel Ocelot; junior high students will have the opportunity to watch *La forteresse suspendue* by Roger Cantin; high school students will have the opportunity to watch *A vos marques, party!* by Frédérick D'Amours.

The movies will be presented in Calgary on the morning of December 4<sup>th</sup> at the Globe Cinema and the Uptown Stage & Screen. The movies will be presented in Lethbridge on the morning of December the 5<sup>th</sup> as well as in the morning and the afternoon of December the 6<sup>th</sup> at the Movie Mill. The movies will be presented in St Albert on the morning and afternoon of December the 11<sup>th</sup> at the Grandin Theatre. The movies will be presented in Cochrane on the morning of December the 13<sup>th</sup> as well as the morning and afternoon of December the 14<sup>th</sup>.

The goal of this outing is to show students that French language also exists outside of the school environment and to therefore encourage them to participate in other French activities. cInéMAGINE wishes to inspire students to continue to live in French even after they graduate from high school.

There about 3000 students from 30 different schools enrolled for this event.

cInéMAGINE would like to thank the following organisations for their support in the execution of this project: Heritage Canada, Radio-Canada, L'Alliance Française de Calgary, Pratt & Whitney, and Le Conseil français.

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