

Press release

For immediate release

ACPI's "Great Tour": a Cross-Canada Adventure to Spark Interest in French Immersion Careers!

Ottawa, Wednesday, September 2, 2021. - ACPI, the Canadian association of immersion professionals, is excited to kick off the 2021 edition of the Great Tour. This coast-to-coast tour of Canada is a key event in the Association's French immersion teacher recruitment strategy known as the **Teacher 5 étoiles** campaign. This year's edition consists of visits to British Columbia, Alberta, Saskatchewan, Manitoba and Ontario.

The enthusiastic **Teacher 5 étoiles** team has just left Ottawa in a [van sporting the campaign's colours](#) and affectionately known as Margo. The vehicle is headed for Victoria, British Columbia, on Vancouver Island, where, on Monday, September 13, the team will launch a series of activities geared to students from roughly 30 high schools offering French immersion programs and to Education students from a dozen universities along the campaign's 5,000-km route.

The ultimate goal of the Tour is to drum up interest in French immersion teaching among Canada's next generation of educators. The main activities planned in conjunction with the van include a scavenger hunt on the theme of French immersion teaching careers for high school students, a vox pop café for Education students, and [a series of job interviews](#) between school boards that advertise on the [jobimmersion.ca](#) website and French immersion teaching program graduates.

"It is with great pride and enthusiasm that ACPI is promoting this initiative, which will certainly generate interest in the best profession in the world, that of French immersion teaching! The future of immersion and the development of a bilingual Canada depends on the next generation of professionals, so thank you to all the stakeholders in the field who are working with us. We look forward to meeting you wherever you may be in Canada," said Caroline Roux, chair of the ACPI board of directors.

Mindful of the environmental impact of touring the country, ACPI is partnering with [Tree Canada](#) and its national greening program to offset the van's carbon footprint. The team will also be handing out pencils that promote the profession but also contain daisy seeds that can be planted.

Force vive de l'immersion.

Guided largely by the findings of its [Canada-wide consultation](#) and supported financially by Canadian Heritage under the Government of Canada's Action Plan for Official Languages 2018-2023, ACPI has been working for over a year to implement a variety of original activities taken from its French Immersion Teacher Recruitment and Retention Strategy. The 2021 edition of the Great Tour is the first part of the Association's commitment to go out and meet future French immersion teachers. The second edition, slated for September 2022, will take place in Eastern Canada, ending in Quebec.

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As the cornerstone of French immersion in Canada, ACPI (the Canadian association of immersion professionals) orients and enriches immersion pedagogy in Canada by offering educators professional development, research and networking services, thereby helping to promote bilingualism in Canada and support its growth.

For more information:

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