



PRESS RELEASE

For immediate publication

Launch of the Hooked on School Days in Estrie under the theme of superheroes

Sherbrooke, Friday, February 10th 2017 - The *Table estrienne de concertation interordres en éducation* (TECIÉ) and Partners for Educational Success Estrie (*Projet PRÉE*) are pleased to launch the 8th edition of Hooked on School Days (HSD) in the lobby of the Alfred-Desrochers room at the Cégep de Sherbrooke. Five days for a major provincial and regional mobilization campaign for educational success and school perseverance in Quebec. This event is taking place from February 13th to 17th 2017 and represents an opportunity to mobilize the entire Estrie community.

Staying in school is everyone's business!

The launch of HSD, which brought together more than 50 actors from various organizations and sectors at the Cégep de Sherbrooke, was an opportunity to highlight the positive contributions of school perseverance superheroes by putting a face to their involvement. Those present were lucky enough to witness the performance of a young slammer, William Longpré, who delivered a unifying text conveying that school perseverance is the entire community's business. "Together, we can all make a difference on the educational success of our young people. The commitment of everyone is the key to success. We must make the educational success of our youth a value that is borne by our entire community! Because school perseverance is not a matter of a week... perseverance is the business of a lifetime. Every bit helps", highlights Mrs. Marie-France Bélanger, co-president of the TECIÉ and the *Projet PRÉE*. As part of this mobilization movement, Mr. Bertrand Lamoureux, mayor of the town of Coaticook and Mr. André Gravel, Fiber Manager at Domtar, both school perseverance superheroes, each came to deliver a message aimed at mobilizing the actors of the municipal sector and the business world around school perseverance. Following the same idea, some twenty video clips presenting school perseverance superheroes were launched this morning. Video clips are available at jpsestrie.ca.

Nomination of school perseverance superheroes: the challenge is on!

Hashtag: #JPS2017

Everyone knows someone who has made a difference in his or her education or in that of a young person: an elected official who contributed to the implementation of a project that promotes school perseverance, an employer that encourages the school-work balance of his student employees, a teacher, professional or school principal who supports student success through their day-to-day involvement, an early childhood educator that reads stories to children every day, parents who support their child every day, a community organization worker that offers their full support to a young person during their school career, etc. And we must not forget the students themselves who, through their efforts and accomplishments, are the first heroes of school perseverance!

"We all know a superhero. During HSD, we invite the entire Estrie population to share their school perseverance superheroes' stories on social media by using the hashtag #JPS2017. People are encouraged to make short videos of their superhero's nomination. We want to create a veritable tidal wave of school perseverance superheroes across the entire province of Quebec," explains Josiane Bergeron, coordinator of the *Projet PRÉE*. Two information

sheets were created to promote the nomination of superheroes; one explaining [how to proceed with the nomination of a superhero](#) and the other giving all the tools needed to [create a simple video clip](#).

HSD 2017: not to be missed in Estrie

The 2017 HSD are bursting with activities: a media campaign, more than 275 activities in schools and community organizations, the raising of the green and white flag in various municipalities and MRCs, the distribution of school perseverance ribbons, free of charge, in [participating public libraries](#), a Sherbrooke Phoenix hockey game dedicated to school perseverance, etc. The [2017 HSD calendar](#) provides more details on the activities organized in the region.

Review: 10 years of efforts have paid off

The *Projet PRÉE's* mission is to promote the school perseverance and educational success of young Estriens through the mobilization of inter-order and inter-sectoral actors and through the development of joint initiatives. For over 10 years now, the *Projet PRÉE* has worked with Estrie's local driving forces to increase the qualification and graduation rate of young Estriens. The commitment of all members of the community has resulted in our efforts paying off. The graduation and qualification rate of young Estriens has increased significantly in recent years, going from 65.2% in 2003 to 73% in 2015. For more information, consult the report: [2006-2016 School Perseverance in Estrie...10 years of mobilization!](#), which presents the actions implemented during the last 10 years in Estrie.

Thanks

Hooked on School Days is an initiative of the network of regional consulting authorities on student retention and educational success in Quebec (*Instances Régionales de Concertation, IRC*), of which the *Projet PRÉE* is part off. HSD is carried out thanks to the collaboration of the Lucie and André Chagnon Foundation, which is the main partner of the national 2017 HSD campaign. In Estrie, HSD is made possible thanks to the financial support of the Government of Quebec.

Learn all about the HSD in Estrie

- Visit [JPSEstrie.ca](#)
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- 30 -

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