

Press Release

QCGN Launches Young Ambassadors Program to Encourage English-speaking Youth to Vote

Montreal – October 7, 2013 – In order to encourage English-speaking youth to vote in the upcoming municipal elections, the Quebec Community Groups Network (QCGN), in partnership with the Directeur général des élections du Québec (DGEQ) has launched the Vote it Up campaign and is recruiting young ambassadors to mobilize youth to go to the polls on November 3.



“Youth are more inclined to get out and vote and get involved when they are engaged directly by someone they know. We have proposed a series of activities our young recruits can implement in their community to educate their peers about the importance of voting,” explains Rosanna Tomiuk, the campaign’s spokesperson. “Youth aged 18 to 35 represent 25 per cent of the population of Quebec, but less than 30 per cent of us went to the polls in the last municipal elections.”

Originally from Beaconsfield, Tomiuk is a former member of the Canadian water polo team, a singer and songwriter, a young entrepreneur, and a triathlete. She also lent her voice to the song *Notre Home*, an anthem commissioned by the QCGN to foster a sense of belonging among young English-speaking Quebecers.

“Providing information in English about voting is not sufficient to encourage the civic engagement of English-speaking youth,” explains Sylvia Martin-Laforge, Director General of the QCGN. “Young people need to feel reflected, and this is the reason why we chose someone really involved in her community to be the campaign’s spokesperson,” added Martin-Laforge, noting that the QCGN will be working with its member organizations across the province to spread the word.

To stimulate the interest of English-speaking youth towards the upcoming elections, Vote it Up is reaching out to young people where they gather – on social networks such as Facebook, Youtube and Twitter. Youth as well as the general public are invited to visit the Vote it Up website at www.voteitup.ca to see Rosanna’s message to and for more information.

The Quebec Community Groups Network (www.qcgn.ca) is a not-for-profit organization bringing together 41 English-language community organizations across Quebec. Its mission is to identify, explore and address strategic issues affecting the development and vitality of English-speaking Quebec and to encourage dialogue and collaboration among its member organizations, individuals, community groups, institutions and leaders.

For more information:

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