



**PRESS RELEASE**  
For immediate release

## **JOURNÉE DE LA GASPÉSIE – GASPESIAN DAY – GESPE'GEWA'GI** Let's celebrate our 15<sup>th</sup> anniversary together!

**Bonaventure, May 31 2021** – The 15th edition of Gaspesian Day will be held on June 3rd. For the occasion, Vivre en Gaspésie and its partners are offering a wide range of virtual activities to allow those born here, Gaspésians at heart and those who have adopted the Gaspésie as their home, a chance to show their sense of belonging to the region.

### **A virtual celebration**

Vivre en Gaspésie will present a virtual show live from its Facebook Page on June 3rd starting at 7 p.m. Two well-known Gaspésians; P-A Methot and Pascal Barriault, will dive into their childhood memories and share their love of the Gaspésie with us. The live show will also feature singer Pamela Rooney, the band Pop Trigger, and an original composition by a tricultural group composed of MLou, David Felker, Kevin Jones and Melissa Girvan.

Hosted by the French and English duo, Stephanie Gauthier and Jennifer Hayes, this free virtual show has many surprises in store. This event is presented by Vivre en Gaspésie and brought to you by La Fabrique culturelle de Télé-Québec and Musique du Bout du Monde.

### **Wear the Gaspesian colors from head to toe**

To mark the 15th edition of Gaspesian Day, Vivre en Gaspésie has partnered with the Gaspesian company Concept K to launch its very first collection of clothing and accessories in the region's colors. Designed and printed locally, the GASPÉSIE collection aims to allow everyone to show their colors and their love for the region. The collection is on sale online and is only available until June 7th.

### **Social networks overflowing with pride**

Once again this year, Gaspésians are invited to dress in blue, take pictures of themselves and share the pictures on their social networks by identifying Vivre en Gaspésie. Businesses, schools and organizations are also encouraged to be part of the blue wave that will break on social networks. GIFs and stickers are also available to show your Gaspesian pride in a virtual way.

### **A multicultural region**

This year, Vivre en Gaspésie has chosen to highlight the diversity of the region. The English and Mi'gmaq communities were involved in the organization of the event and are represented in different ways. In addition to the bilingual duo hosting the virtual show, the new Mi'gmaq and Anglophone GIFs, stickers, and filters that can be added to one's profile picture on Facebook are offered in Mi'gmaq, English and French.

The complete Gaspesian Day program is available at [www.vivreengaspesie.com/journeedelagaspesie](http://www.vivreengaspesie.com/journeedelagaspesie).

### **About Gaspesian Day**

In 2007, the Commission jeunesse Gaspésie–Îles-de-la-Madeleine identified the first Thursday of June as a day to highlight the dynamism and vitality of the region. The organization of Gaspesian Day is now coordinated by the Stratégie Vivre en Gaspésie, in collaboration with an organizing committee made up of CASA, Culture Gaspésie, Musique du Bout du Monde, Nous trois/Nesisieg/We Three, Gaspésie Gourmande, Place aux jeunes and Tourisme Gaspésie.

### **About Vivre en Gaspésie**

Vivre en Gaspésie is supported by close to fifty partner organizations. This regional strategy aims to contribute to the demographic growth and the dynamic vision of the region. Particularly, its actions are based on three priorities, the promotion of the region to the population, attracting new people to the region and the integration of newcomers. The Strategy is financially supported by the Commission jeunesse Gaspésie–Îles-de-la-Madeleine, the MTESS, the MAMH, the MEI, the MIFI, the CISSS de la Gaspésie, the René-Levesque et Chic-Chocs school service centers, Desjardins, LM Wind Power and the Chantier Naval Forillon.

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