

NEWS RELEASE - FOR IMMEDIATE RELEASE

The Rendez-vous de la Francophonie 2022 Presents “These Traditions That Forge Identities”

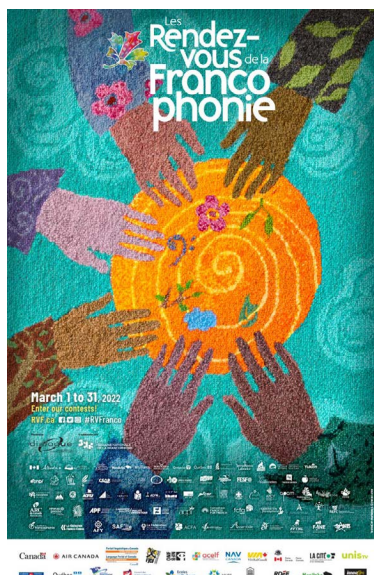
Ottawa, January 27, 2022 – The Rendez-vous de la Francophonie (RVF) is proud to unveil its 24th edition, which will take place from **March 1 to 31, 2022**, under the theme of “These traditions that forge identities.” The RVF is an initiative of the Canadian Foundation for Cross-Cultural Dialogue and will feature national programming with a variety of activities and online contests.

Theme and visual concept

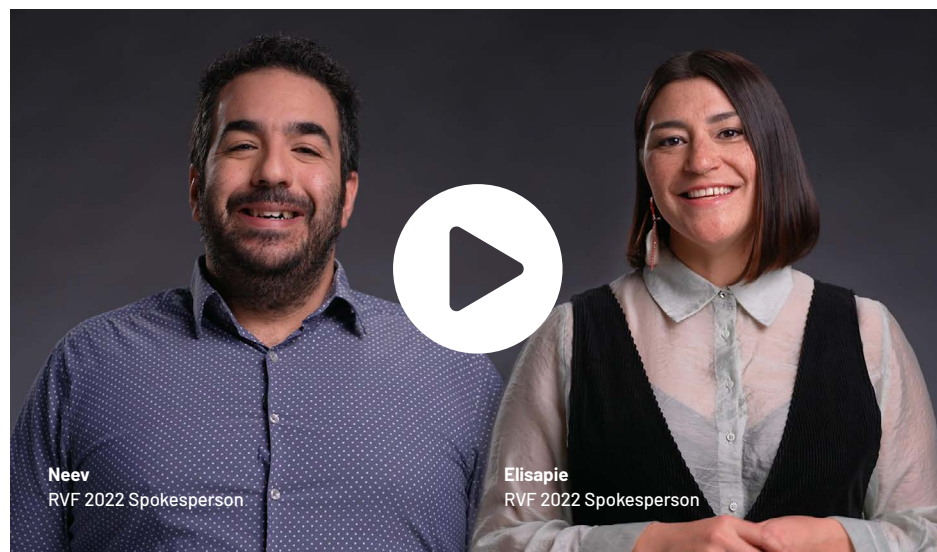
This year’s edition of the RVF will focus on inclusion by highlighting the contributions of Canadians from diverse backgrounds, and acknowledging that Indigenous Peoples have been present in and contributed to North America for thousands of years.

What better way to illustrate the theme of the 2022 edition than with a traditional work of art? Today, the RVF is also unveiling its official poster, created by artisan Yvette Muise of Cheticamp, Nova Scotia, using the hooked rug technique. The six hands are arranged in a circle, as if coming together to join in a rallying cry, evoking the universal values at the core of the RVF—multiculturalism, belonging and openness to others.

[Download the poster here](#)



<https://youtu.be/XWrogQyqlx4>



Spokespersons

The RVF is proud to introduce its spokespersons for the 24th edition, Elisapie and Neev!

Singer-songwriter, actress, director, producer, presenter and activist, Elisapie represents the strength and beauty of the North in its purest form.

Neev is a true comedic champion who dazzles audiences with his clever jokes. A French Moroccan man educated in Quebec, he takes his audiences on a journey through his most hilarious escapades.



Programming

Check out the fully updated site at RVF.ca/en to take full advantage of this year's mostly online edition. On the site, you can find details about this latest edition of the RVF, information on Francophone and Acadian communities across the country, and a "News" section.

Best of all, you can showcase your cooking skills by entering the Delectable Traditions contest. Just send us your favourite traditional recipe by February 22, 2022, and you could win a trip with Air Canada!

Starting March 1, in addition to the national launch happening live online, you will have access to a variety of games and contests presented by the Language Portal of Canada, editorials and videos on the web journal, free movies from the National Film Board, Just for Laughs comedy shows and much more!

Delving into the 2022 edition of the RVF means rediscovering who we are and, above all, celebrating the beauty of the Canadian Francophonie in all its richness and inclusivity. With this 24th edition, we can proudly say that the RVF has become one of our greatest traditions!

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The RVF is part of the events surrounding the Journée Internationale de la Francophonie (March 20), which is organized every year around the world to promote the French language and its numerous cultural expressions. Made possible through funding from the Government of Canada, the RVF is an initiative of the Canadian Foundation for Cross-Cultural Dialogue.

SOURCE

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The Canadian Foundation for Cross-Cultural Dialogue and the 2022 RVF team would like to thank their main partners, including the Department of Canadian Heritage, Air Canada, the Language Portal of Canada (an initiative of the Translation Bureau at Public Services and Procurement Canada), the Fédération de la jeunesse canadienne-française (FJCF), NAV Canada, the National Film Board (NFB), VIA Rail, the Association canadienne d'éducation de langue française (ACELF), the Conseil des écoles publiques de l'Est de l'Ontario (CEPEO), the Conseil des écoles catholiques du Centre Est (CECCE), Parks Canada, Canada Post, the Association des collèges et universités de la francophonie canadienne (ACUFC), the University of Ottawa, the Centre de la francophonie des Amériques (CFA), the Secrétariat du Québec aux relations canadiennes, Collège La Cité, the Regroupement des éditeurs franco-canadiens (REFC), the Government of Manitoba, the Réseau de développement économique et d'employabilité (RDÉE Canada) and Unis TV.

Thank you to our Platinum partners

