



Conseil scolaire public du Nord-Est de l'Ontario launches its new campaign: **Au public, c'est comme ça !**

North-eastern Ontario, August 19, 2009 – Today, the *Conseil scolaire public du Nord-Est de l'Ontario (CSDNE)* launches its new French public education awareness campaign – ***Au public, c'est comme ça!*** The ultimate goal of this campaign is to disseminate and promote the numerous achievements that the *CSDNE* students, staff and schools experience within an education system that emphasizes human values, open-mindedness and the right to choose.

Note that the dazzling growth of the *CSDNE* is a well-known fact. The slogan, ***Au public, c'est comme ça!*** reflects the confidence and credibility that the *CSDNE* has gained over the last 10 years. The simplicity and power of this new campaign reflect the transparency of the Board's organizational culture, and confirm, without a doubt, the pride that exists within this francophone organization.

The visual concept and the variety of colours used in the campaign clearly capture the right to be different, philosophy that the *CSDNE* advocates. Indeed, the new *CSDNE* campaign is tinged with 5 bright colours. Each one is different, but together, they form a whole, a team, they create energy.

"The message and the strategies used in the campaign are extremely effective and will most certainly place the students and staff who chose *CSDNE* in the forefront", says Denis Boyer, Secretary-Treasurer of the Board.

Au public, c'est comme ça! also customizes the communications of the six regions that the Board covers: Kapuskasing, Timmins, Iroquois Falls, Temiskaming Shores, Sturgeon Falls and North Bay.

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