

Two BRAVO Awards! for CSNO Communication Projects

St-Isidore, November 22, 2019 - The Conseil scolaire du Nord-Ouest (CSNO) is pleased to congratulate Ms. Rachelle Bergeron, Communications and Marketing Coordinator, who received two BRAVO! Awards at the Canadian Association of Communicators in Education (CACE) at the annual awards ceremony in Winnipeg on October 21st.

An BRAVO! Excellence Award was attributed to the "*Inspire Campaign*" in the Communications Project category and the "*CSNO Calendar*" received a BRAVO! Coup de Coeur Award.

The CACE BRAVO Awards! value and encourage the effective use of educational communications. In order to win an award, school board communications professionals from across Canada submit their projects, which are then evaluated by a jury of communications professionals from outside the world of education.

The "*Inspire Campaign*" that took place in 2018 - 2019 highlighted the successes of Francophone education by promoting the achievements of CSNO graduates. The purpose of the campaign was to increase retention, as well enrollment, by developing a sense of pride and belonging to francophone education. The campaign was a great success thanks to a dynamic and modern visual presentation and, of course, the involvement of six CSNO graduates from various communities and professions. The campaign had a unifying effect, was well spoken of and definitely helped to enhance the sense of belonging and pride. (See the images of the campaign)

The goal of the annual "*CSNO Calendar*" project is to increase cohesion, as well as pride and loyalty in the school district. For several years, the CSNO calendar has been a favorite, because of its practical and attractive model, featuring students' artwork!

Bravo to Ms. Bergeron for the implementation of these projects that enhance our school communities!

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