

## Winner of the Belle-Baie contest announced

RIVIÈRE-DU-NORD, June 30 2010 - The winner of the *Belle-Baie* contest is Éric Tessier of Lachute, Que. The draw was held at Radio-Canada on Tuesday, June 15.

"We warmly congratulate the Tessier family," said Clarence LeBreton, assistant deputy minister, tourism and parks, as well as executive director, Village Historique Acadien.

The contest was organized by Radio-Canada television, the Village Historique Acadien in partnership with the Town of Caraquet, and Via Rail. It was held in conjunction with the *Belle-Baie* television series, which has completed its third season on Radio-Canada. Viewers were invited to enter the contest on the Radio-Canada website during the 10 weeks that the program was aired.

"Thanks to the participation of the Town of Caraquet, the Village Historique Acadien, and Via Rail, the prize offered to the winner, a one-week trip for a family to visit the Acadian Peninsula, caught the attention of many of our viewers," said Claudette Therrien, co-ordinator of Radio-Canada's media creativity branch.

More than 82,000 people entered the draw this year, more than double last year's numbers. An average of 1,210 entries were received daily.

"Naturally, I am very happy with the level of participation in the contest, which clearly indicates how interest in a series such as *Belle-Baie* can promote a region," said Cécile Chevrier, the program's producer. "But what gives me the most satisfaction is that Caraquet and the greater Caraquet area recognized that potential. By associating Caraquet with our fictitious little town of Belle-Baie, the impacts of such a production are maximized and optimized."

The Tessier family will board the train in Montreal and travel to Bathurst. Upon arrival, the family will have a week to discover the Acadian Peninsula. The prize includes the train trip, a rental car, an allowance for gas, meals and attractions. The total value exceeds \$2,500.

"As it happens, I wanted to go to New Brunswick with my family this summer," said Tessier. "So we are delighted to have won this prize, and we are looking forward to visiting your region very much."

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