

BUILDING THE FUTURE NOW!

CONTEST



January 31 to
March 25 2005

Radio Canada International Challenges 18- to 30-Year-Olds to Build a Better World!

International Development Week (January 30 to February 5) and the UN-sponsored International Year of Microcredit 2005 will be marked in an original way by Développement international Desjardins (DID) and Radio Canada International . . . the two have teamed up to launch Building the Future Now!, a major worldwide contest for 18- to 30-year-olds.

What can we do in 2005 to build a fairer, more prosperous, more equitable world?

Young people around the world will be challenged to answer this ambitious question in a short essay or illustration, giving them a chance to win one of two international development internships organized by DID in partnership with the Canadian International Development Agency (CIDA). Prizes are valued at \$15,000, and contestants can enter until March 25, 2005, by visiting www.RCInet.ca.

RCI has also produced a series of short radio features, consisting of two- to three-minute interviews with young adults whose lives have benefited from microcredit. They hail from Africa, Latin America and Asia, and can be heard on RCI's international airwaves throughout the year.

■ About DID

Développement international Desjardins (DID) is a component of Mouvement Desjardins, which has been providing support for 35 years to cooperative financial institutions in about twenty countries in Africa, Latin America, the Caribbean, Asia, and Central and Eastern Europe. Specializing in technical assistance and investment in the field of community finance, DID works in partnership with CIDA, the Government of Quebec, the World Bank and other multilateral organizations.

■ Radio Canada International

RCI broadcasts worldwide via Internet, analog and digital shortwave, and satellite. Its 300 hours of weekly programming are also rebroadcast by over 300 partner stations in 75 countries. RCI is celebrating its 60th anniversary this year.

■ Interviews available with our spokespeople

Jean Larin, Executive Director of RCI, Sylvain Lafrance, Vice-President of French Radio and New Media of CBC/Radio-Canada, and Anne Gaboury, President and CEO of Développement international Desjardins, are available for interviews.

-30-

Source: William St-Hilaire
Communications Manager, RCI
(514) 597-4441

PRESS RELEASE

Montreal, January 25, 2005

For immediate release

