



**Press release**

For immediate release

**Desjardins's GoodSpark Fund is making a difference  
for Centre culturel ARTEM with a contribution of \$100,000**

**Sudbury, December 14, 2020** – Desjardins Ontario Credit Union is proud to announce Desjardins's support for Centre culturel ARTEM's Carrefour culturel : 101 expériences. This initiative will receive \$100,000 from the GoodSpark Fund.

Carrefour culturel : 101 expériences takes an innovative approach to tourism development by creating 101 unique tourist experiences centred around the places and cultures of Northeastern Ontario. The initiative will unite the area's culturally and geographically diverse communities from Constance Lake–Hearst to Temagami. The experiences will be created and run by local residents and open to tourists from around the world. The initiative will help organizations in the tourism, education, immigration, and arts and culture industries work together to make the most of their resources and reach more tourists.

"Centre culturel ARTEM has designed a great initiative to support both arts and culture and the socio-economic recovery of our community. The local tourism industry has taken a big hit since the start of the pandemic," said Josée Préseault, Regional Vice-President, Sudbury and Northern Ontario, Desjardins Ontario Credit Union. "Through the GoodSpark Fund, we can support innovative projects that are meaningful to communities and that support their sustainable development. This particular project will help revive the local economy, which will have a positive impact on our community."

"We really appreciate Desjardins's support for this project. Carrefour culturel : 101 expériences wouldn't be possible with the financial support of our partners," said Réjeanne Bélisle-Massie, Chair of the Board of Centre culturel ARTEM.

**About Centre culturel ARTEM**

Centre culturel ARTEM's primary goal is to promote French-language arts and culture in Timiskaming, mainly targeting French-speakers, francophiles and local residents. However, over the past few years, ARTEM has begun focusing on inclusive cultural tourism showcasing the 3 main cultures present in the communities around Lake Timiskaming. As part of its program to develop local tourism, ARTEM's work in recent years has concentrated mostly on multi-partner initiatives that unite the area's geographically and culturally diverse communities. ARTEM's initiatives celebrating diversity within the community are good for local tourism and for community life. The organization is headquartered in New Liskeard, and serves the area from Cobalt to Earlton.

**About the GoodSpark Fund**

In 2016, Desjardins created a fund and committed to investing \$250 million by 2024 in socially transformative projects created by and for the community. Through the GoodSpark Fund, Desjardins awards grants to initiatives that address what matters most to communities, like

employment, economic vitality, education and the environment. So far, the GoodSpark Fund has supported more than 400 community initiatives.

**About Desjardins Group**

Desjardins Group is the leading cooperative financial group in Canada and the sixth largest in the world, with assets of \$326.9 billion. It has been rated one of Canada's Top 100 Employers by Mediacorp. To meet the diverse needs of its members and clients, Desjardins offers a full range of products and services to individuals and businesses through its extensive distribution network, online platforms and subsidiaries across Canada. Ranked among the World's Strongest Banks according to *The Banker* magazine, Desjardins has one of the highest capital ratios and credit ratings in the industry.

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Source:  
Sylvie Brice  
Communications and Member/Client Experience Advisor  
Desjardins Ontario Credit Union  
1-833-337-5668, ext. 7303033  
[Sylvie.brice@desjardins.com](mailto:Sylvie.brice@desjardins.com)