FOR IMMEDIATE RELEASE

Provincial Campaign "Your Vocation Your Training" Officially Launched During Annual PROCEDE Conference in Sherbrooke

SHERBROOKE, October 9, 2026 — A press conference took place yesterday evening at the Sherbrooke Delta Hotel by Marriott Conference Centre for the official launch of "**Your Vocation Your Training**," a provincial campaign highlighting the transformative power and career possibilities of English-language vocational education. This initiative was made possible thanks to $292,560 of funding provided during the 2024-2025 and 2025-2026 years by the Government of Québec and the Government of Canada under the Canada-Québec Agreement on the Implementation of the Action Plan for Official Languages 2024-2025 to 2027-2028.

Held during the annual conference for the Provincial Organization of Continuing Education Directors, English (PROCEDE), the event welcomed attendees to celebrate the initiative and discover how the campaign aims to inspire students and career-seekers across the province.

Attendees had the exclusive opportunity to view a curated selection of campaign videos showcasing real-world vocational paths, hands-on learning experiences, and the high-demand industries seeking skilled professionals.

The screening was accompanied by remarks from key campaign spokespeople who emphasized the critical role vocational training plays in empowering individuals and strengthening the regional economy. A highlight of the event was personal addresses by some of the campaign's video participants, who shared their firsthand experience navigating vocational education and the meaningful impact it made on their career trajectory.

Following yesterday's launch, the "Your Vocation Your Training" campaign will continue to roll out across digital platforms and educational networks throughout Quebec, providing resources, video content, and guidance for future students.

For more information about the campaign or to view the videos, visit YourVocationYourTraining.ca.

Quotes

"These video capsules highlight the important role that vocational training programs play in Quebec. Vocational training programs equip learners with practical skills, industry experience, and recognized credentials that lead directly to employment in a variety of fields. This talent pipeline is vital to meeting larger societal needs. Our vocational training sector contributes to the building of stronger communities, and we are proud of our graduates as well as our staff who prepare them for a bilingual future."

– Cindy Finn, Director General of Lester B. Pearson School Board & President of the Association of Directors General of English School Boards of Quebec

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"Our two official languages are at the heart of our identity and are a source of strength that brings our communities together. They also create opportunities for people, businesses and communities to thrive. We are proud to support projects that expand access to education, develop skills and contribute to a strong Canada."

– The Honourable Marc Miller, Minister of Canadian Identity and Culture and Minister responsible for Official Languages

"The time I spent at the Lennoxville Vocational Training Centre (LVTC) gave me a new outlook on life. Studying in a training centre gives you a sense of belonging. It's not just the teachers or the students; we create a family. My message to anyone that has a dream, a desire to try something is: Try it. You have to give it a chance. You're never too old to learn something you really want to do. If you want to do it, you do it. It's never too late to follow your dream."

– Gary Holliday, Graduate of the Institutional and Home Care Assistance Program of the Eastern Townships School Board

About PROCEDE

The Provincial Organization of Continuing Education Directors, English (PROCEDE) represents English-language school boards in Quebec, advocating for and promoting quality continuing education, vocational training, and adult education opportunities.