

initiated by communities across Canada.

"In 1967, millions of Canadians joined together to reaffirm their pride in their country. Since that time, the Federal Government's July 1 program has been centred in Ottawa with regional activities being left to the initiative of local groups and municipalities.

"I want to ensure that the momentum which began in 1967 is revived and maintained in future years. We hope to provide a permanent framework for a well-structured, decentralized national program within which groups and individuals across Canada may express, in their own way, their pride and belief in Canada.

Community programs

"To date, over 1,000 communities have begun preparations for activities which will reflect their recognition and pride in Canada. A National Community Program is providing all the planning assistance possible to these communities through consultation, promotional support and co-ordination. With the Government's co-operation, each activity will be the community's expression of national pride. Viewed together these initiatives will express the diversity that makes Canada so unique.

"We are working in close co-operation with the Council of Canadian Unity, a national association which has organized Canada Week since 1969. When Canada Week was launched in 1969, some 50 Canadian communities participated. So far this year, 1,000 communities have initiated their own special projects.

"We have also asked the private sector to participate in this national effort. The response has been enthusiastic. Several major companies have come forward with offers to help promote the July 1 celebrations across Canada and the Canadian Chamber of Commerce has made available its regional offices to assist in the co-ordination of the activities being undertaken.

National programs

"We have also established two specific programs to support our national effort.

"A major campaign will be launched



This is where it all began – Fathers of Confederation Conference of 1867.

over Canadian radio and television expressing the Government's conviction that Canada Day is a day for celebration and pride. The theme of the English campaign is "Canada, I want to shake your hand" and the French theme is "*Le Canada, un beau pays, un pays libre.*" The two themes are appropriate ways of reaffirming the country's size, beauty, and the free-

dom which Canada allows for self-expression, growth, and diversity.

"We will also assist Canadian celebrities to travel throughout the country with their families to participate in regional events and meet as many community residents as possible. Many well-known Canadians have expressed an interest in participating in this program."

Urban information exchange with France

The Canadian Ministry of State for Urban Affairs and the French Ministère de l'Équipement agreed on June 9 to a five-year program of information exchange on urban planning and development. The agreement was included in a memorandum of understanding signed in Paris by Canadian Urban Affairs Minister André Ouellet, and French Ministère de l'Équipement Jean-Pierre Fourcade.

Both ministers said in a joint *communiqué* that the agreement would foster closer relations in the present living conditions in both countries and would also affect planning and developing future settlements, particularly in urban areas.

Although Canada and France have had quite different urbanization experiences the two countries continually search for better community planning and management methods so they can deal more effectively with increased and new urban growth problems.

The agreement calls for the imple-

mentation of an information and documentation exchange program, closer consultation between officials and experts, and joint projects of common interest.

Initial consultation and co-operation will include: balanced land-planning approaches; policies for financing housing; public-land management; management of public open spaces; new communities; the impact of energy in settlements planning; and the wide field of urban research and consultation for international activities.

A steering committee, representative of both ministries, will define the program in the next six months.

The document, which is in accordance with the spirit of the 1965 Canada-France Cultural Agreement, will help intensify scientific co-operation between the two countries. It also follows up the recommendation at Habitat, the United Nations Conference on Human Settlements, held in Vancouver last June, that countries collaborate in finding solutions to settlement problems.