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APPOINTMENT OF THE DIRECTOR OF THE CANADIAN CULTURAL CENTRE IN PARIS

The Honourable Monique Vézina, Minister for External Relations, announced today the appointment of Mr. Yoland Guérard to the post of Director of the Canadian Cultural Centre in Paris.

Since its establishment in 1970, the Canadian Cultural Centre has provided a forum for cultural meetings, exchanges and contacts between France and Canada. The Centre also serves as a showplace for the presentation of Canadian cultural exhibits and provides support for the Canadian artistic community and the academic relations programme.

Mr. Yoland Guérard was born in Joliette, Quebec, on October 11, 1923. In addition to his musical studies, Mr. Guérard has worked extensively in numerous fields of endeavour, including translator, actor, emcee, producer, both in Canada and abroad. He served as Director of Montreal's Place des Arts (1965 - 1975) and as a Director for Montreal radio station CJMS (1967 - 1969).

In making the announcement, Madame Vézina stated:

«Mr. Guérard's professional experience and stature makes him especially qualified to serve as the Cultural Centre's Director. He will continue the fine work accomplished by his predecessor».

A strong advocate for Canada's cultural community, Mr. Guérard will begin his tenure on October 15, 1985. He succeeds Mr. Jean Herbiet whose mandate expires on that date.

YOLAND GUERARD: BIOGRAPHICAL NOTES

Date of Birth: October 11, 1923

Place of Birth: Joliette, Quebec, Canada

Classical Studies: at the Séminaire de Joliette
and Bachelor of Arts degree

Profession: Lyric artist, director, producer,
cultural administrator

Career:

- Lyrical and operatic stage performances in Europe, the US and Canada (since 1948)
- Stage director of Variétés lyriques (1953)
- Founding Vice-President of the Grand Opéra, Montreal (1958)
- Performer and director at Montreal Symphony Orchestra (since 1965)
- Director of the Régie de la Place des Arts, Montreal
- Director for summer season at Man and His World, Montreal (1971)
- Director and consultant for FM programmes, Canadian Association of Broadcasters
- President of GUEVOX artistic productions
- Board Member, Place des Arts and Fondation Félix Leclerc
- Numerous stage, film, television and radio appearances.