

# News Release

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# Communiqué

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## McDOUGALL LAUNCHES VIDEO SERIES FOR TRAVELLERS

External Affairs Minister Barbara McDougall is launching a new four-part video series today at the Canada Square Cinemas in Toronto. The series, entitled "Bon Voyage, But...", was produced by External Affairs and International Trade Canada (EAITC). It aims to inform Canadians travelling abroad of the need for better preparation in advance of their travels.

The series comprises four 27-minute episodes, and addresses many issues that Canadians have found to be the most troublesome when travelling around the world. It was shot on location in 10 countries, and blends travel footage with tips and advice from Canada's consular officials and other Canadians who have experienced international travel.

"Each year almost two million Canadians call upon our consular officials for assistance on a wide variety of problems. By recounting the experiences of others, this series provides both the seasoned traveller and someone making an international trip for the first time, with valuable information to ensure the trip is a success," Mrs. McDougall said.

The series is available to public television networks and interested groups, and will be distributed to schools and libraries across Canada. EAITC is also working with the travel industry to identify other broadcast opportunities.

Affaires extérieures et  
Commerce extérieur Canada

External Affairs and  
International Trade Canada

Canada

The series is the newest initiative of EAITC's Consular Awareness Program, which aims to increase the awareness and self-reliance of Canadians travelling abroad. In addition to this series, the Program has produced an educational video for young Canadians entitled "Border Kids," brochures on a variety of travel issues, and the "Bon Voyage, But..." booklet, which is included with every Canadian passport issued and distributed to travel agents across Canada.

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For further information, media representatives may contact:

Media Relations Office  
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## BACKGROUND

### "Bon Voyage, But..." Video Series

- \* The "Bon Voyage, But..." video series is a production of External Affairs and International Trade Canada's Consular Awareness Program. The Program aims to increase the self-reliance and preparedness of Canadian travellers.
- \* The series comprises four, 27-minute episodes. It combines interviews with ordinary Canadians, who provide their perspective of what is involved in trouble-free travel, and comments from some of Canada's consular officials.
- \* A production crew from Tier One Communications Corporation of Toronto accompanied the department to 20 locations in 10 countries to shoot the series. The countries include the United States, Jamaica, Belize, Mexico, France, Italy, Turkey, Egypt, Thailand and Hong Kong. The budget for the series was \$300,000.
- \* The objective of the series is to educate Canadians travelling to foreign destinations of the need for better preparation, and to alert them to some of the pitfalls they may encounter while travelling abroad.
- \* The series also clarifies what Canada's diplomatic and consular missions can and cannot do for Canadians should they run into difficulty abroad.
- \* The series will be made available to public television networks as well as schools, libraries and interested groups across Canada. The department will also work with the Canadian travel industry to identify other places in which the series could be broadcast.
- \* The "Bon Voyage, But..." video series complements other initiatives of the Consular Awareness Program including the "Bon Voyage, But..." booklet, distributed with every Canadian passport; "Border Kids," an educational video for young Canadians; brochures addressing issues such as health insurance and safeguarding valuables; and an extensive advertising campaign targeting youth, seniors and the general travelling public.
- \* The Consular Awareness Program works with EAITC's Anti-Drug Information Program to deter Canadians travelling abroad from transporting illegal drugs or using them outside of our borders.