

Tourism Association wins Dialogue Award

(Fredericton) The Tourism Industry Association of NB (TIANB) has been awarded the prestigious Lieutenant Governor's Dialogue Award. Established in 2003, the *Lieutenant-Governor's Dialogue Award* is awarded to those role models who champion the principles of harmony and respect between the province's Anglophone and Francophone communities.

The only honour of its kind in Canada, the *Lieutenant-Governor's Dialogue Award* is sponsored by Dialogue New Brunswick, an organization whose mission is to promote mutual understanding, respect and appreciation between English-speaking and French-speaking New Brunswickers.

"This award is a terrific recognition of the work we do but it is also an opportunity for us to remind all New Brunswickers that bilingualism is and will be one of our greatest strengths. As representative of The Tourism Industry Association of New Brunswick, we strongly believe in linguistic duality, accessibility and we will maintain the course in engaging New Brunswickers from all parts of our province in both of our official languages." Said Joanne Bérubé Gagné, President of TIANB.

TIANB is the provincial industry association for the tourism sector in NB. Since 1983, TIANB has represented businesses, large to small, involved in NB tourism with advocacy issues and a host of training programs designed to make their businesses stronger and more profitable. TIANB's commitment to bilingualism is evident in its training programs, its annual conference and in its day to day activities. TIANB is based in Fredericton with a satellite office in Moncton.

The Tourism Industry Association of New Brunswick acts as the provincial tourism and hospitality organization of the province, existing to fulfill the needs of its membership, in cooperation with both private and public sector partners. As a representative and industry driven organization, the Association provides leadership and direction, aiming towards making tourism and hospitality the leading and most viably sustainable industry in New Brunswick.

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