



News Release

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World Vision Announces the Name of its First Official Ambassador for Québec GENEVIÈVE BORNE – The New Face of World Vision in Québec

MONTREAL, June 11, 2013 /Cision/ - World Vision is delighted to announce that Geneviève Borne, a well known TV host and personality, will be its first official ambassador in Québec. Geneviève has been featured on television for 20 years, particularly in her role as co-host of the program *Belle et Bum* and in documentaries made all over the world on the *Évasion* channel. She speaks passionately about her new role and the organization's goals.

"I've always wanted to get involved in a cause aimed at helping children. So, when World Vision invited me to join them on a trip to India as part of their [No Child For Sale](#) campaign, I agreed to go and observe the work done by the organization on the ground. So I traveled to Guwahati, in north-east India, last April and I found out that a lot still needed to be done", stated Geneviève Borne, the new World Vision ambassador in Québec, during a press conference today.

The decision to get involved came naturally to Geneviève in India, when she visited schools and World Vision rehab programs. *"I was motivated by the cause. It was at the end of the trip to India that I decided to become an official World Vision ambassador. Seeing the work done by World Vision and its impact on the ground gave me hope. It was both moving and comforting to see these people work every day to end the cycle of poverty, while pursuing a long term vision and strategy",* she added.

When Geneviève Borne spoke to the media today, she showed pictures of her recent trip to India with World Vision. She ended with an impassioned plea to the public for concrete action that will have a positive impact in the next three years: *"For more than 60 years, through its humanitarian relief programs, World Vision has been fighting against poverty and striving to improve children's lives and to free them from exploitation. World Vision has launched a petition that will have a strong and concrete impact on the lives of children. I hope many of you will sign the [petition](#) ([nochildforsale.ca](#)) and proudly wear the orange ribbon "No Child For Sale",* pleaded Geneviève.

By adding your name and signing the petition, you'll help pressure the Federal Government of Canada to end child exploitation. In fact, World Vision has been working with the government to get businesses to change their policies in order to become more transparent as to the origin of their products. Products made or manufactured in other countries will be subject to stricter laws as a way to end child exploitation.

Also, World Vision is posting on its website at [worldvision.ca](#) – 20 videos made in India with Geneviève Borne and Roxane Loiseau, an artist invited to join them, which provide information on World Vision programs and operations in India (particularly in schools and communities) and show children telling the stories of their daily struggles. To download the videos, please click on this link <http://vimeo.com/album/2411547>. Password: Guwahati.

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For more information, high resolution photos and to book an interview with Geneviève Borne, please contact:

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