

The MRC is Launching the Station Boire Brome-Missisquoi Tour
From Mid-June until the Beginning of September

Cowansville, June 21st, 2021 - This summer and for the entire season, Brome-Missisquoi is launching the Station Boire tour in Brome-Missisquoi. The initiative is part of the MRC's population attraction and retention strategy, and will offer both the locals and visitors a mobile drinking water distribution unit that will circulate throughout the territory's various municipalities to popular locations and events.

This innovative, practical and ecological water bar concept was designed and manufactured by the Granby-based company Station Boire. It involves a trailer converted into a mobile unit distributing cooled drinking water; the objective being to eliminate the overconsumption of single-use water bottles. The customized trailer and the huge illuminated advertising panel above it offer the MRC a high visibility in non-conventional advertising sites. It will thus be able to convey the key messages of its attractivity campaign and target groups that might not be reached by the usual communication channels. This is a great opportunity for the MRC to reaffirm its position promoting ecological initiatives while supporting the territory's businesses in their recruitment, a major issue in the region. Locals and visitors will not only be able to enjoy drinking fresh water, they will also be able to discover the numerous job opportunities that are available in Brome-Missisquoi, the work-passion conciliation region!

In fact, because the attraction/retention strategy aims to promote local initiatives, Brome-Missisquoi's many job opportunities as well as the quality of life they offer, the station will primarily be promoting the **EmploiBM.ca** portal. Businesses established in the region are therefore invited to register their enterprise on the portal to quickly, easily and, most importantly, freely advertise their job offers. By doing so they'll benefit from the flow of potential candidates that the initiative will generate on the site. **EmploiBM.ca** is a recruiting portal supported by a 360-degree communications/marketing campaign which includes a constant presence on all the social networks (@Brome_missisquoi), during tourism events and venues, on the website (faislemove.ca), through the different regional media, etc.

A preliminary tour schedule has been established and the Station Boire Brome-Missisquoi will be operating in Cowansville first off all, where it has been installed last Friday, then in the municipalities of Bromont, Farnham, Frelighsburg and Brome Lake, among others.. Basically, it will cover the most important poles of our ideal work-passion conciliation region. The Station Boire was installed last Friday in Cowansville.

You can follow the station's route on Brome-Missisquoi's social networks; Surprises have been planned to supplement and enhance the users' experience! This summer, we'll be quenching our thirst for Brome-Missisquoi!

- 30—

Information: Mariève Lebrun
mlebrun@mrcbm.qc.ca
450 266-4900 poste 261

Source: Eliane St-Pierre
estpierre@mrcbm.qc.ca
450 266-4900 poste 442



749, rue Principale Cowansville,
450.266.4900
mrcbm.qc.ca

FaisleMove.ca