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Chalets Prunella lands \$99K investment for luxury retreat expansion



Tashi Farmilo
LJI Reporter

Women-owned Chalets Prunella is poised for a transformative expansion, thanks to a \$99,325 repayable contribution from the Government of Canada. This funding, announced through Canada Economic Development for Quebec Regions (CED), will enable the Thorne-based start-up to enhance its luxurious accommodations by adding three new mini-cottages and a thermal therapy area. This investment marks a significant step forward for Chalets Prunella, which has quickly become a sought-after destination for those seeking high-end, nature-inspired getaways in Quebec.

The investment is part of the government's broader strategy to support businesses in economically vulnerable areas, recognizing the critical role that regional enterprises play in fostering sustainable and inclusive economic growth. Chalets Prunella, situated on a sprawling 75-acre property near the serene Lac Johnson, is poised to become a key player in the Pontiac area's tourism sector, which has faced challenges due to a lack of quality accommodation options.

Sophie Chatel, Member of Parliament for Pontiac, underscored the government's commitment to supporting such initiatives, stating, "Implementing projects that enhance the long-term economic development potential of businesses is a priority for our government. In this spirit, we support promising projects such as the one by Chalets Prunella, a business located in one of Quebec's economically vulnerable RCMs. By assisting a start-up such as this one with its growth, we are helping to increase the economic spin-offs of tourism in the Pontiac community."

The funding comes at a pivotal time for Chalets Prunella, which has already established itself as a premium destination with its four high-end accommodation units. The addition of the mini-cottages and thermal therapy area is expected to attract more visitors to the region, providing a



The co-owners of Chalets Prunella, Catherine Lemay and Nancy Lemay, are set to expand their women-owned start-up with a \$99,325 investment from the Government of Canada, enabling the addition of new mini-cottages and a thermal therapy area to their luxury accommodations in Thorne, Quebec. (TF)
PHOTO COURTESY OF CHALETS PRUNELLA

much-needed boost to the local economy. The start-up's growth is emblematic of the government's broader efforts to nurture businesses that have strong ties to their communities and are well positioned to drive regional economic development.

Minister of Tourism and CED, Soraya Martinez Ferrada, highlighted the importance of this initiative, noting, "Our government has a mission to guide the country's businesses and regions into tomorrow's economy and help them seize the business opportunities that will arise. That is why CED is going further in its approach by paying particular attention to more economically vulnerable RCMs in Quebec. Thanks to CED's support, Chalets Prunella will be able to increase and enhance its offering as the demand for its high-quality tourism product grows. All my congratulations to the co-owners!"

The co-owners of Chalets Prunella, Nancy Lemay and Catherine Lemay, expressed their gratitude for the government's support, which they see as instrumental in

their business's expansion. "We are very grateful for this support from CED, which is truly driving the growth of our business. This financial contribution will enable us to enhance our tourism offering by building three new mini-cottages and by developing a thermal therapy area. This project is a crucial step in strengthening Chalets Prunella's position as a destination of choice in the Outaouais region and in contributing to the Pontiac area's economic development. We are proud to be part of this community and to take part in its economic vitality," they stated.

Start of construction on habitations au Cœur de la Vallée in Gracefield



Tashi Farmilo
LJI Reporter

The governments of Quebec and Canada, in collaboration with the City of Gracefield, have officially launched the construction of the Habitations au Cœur de la Vallée project, a significant initiative aimed at providing affordable and adapted housing to the community. The building will feature 26 units specifically designed for individuals living with disabilities and those with low or moderate incomes. The total investment for this project exceeds \$13 million.

The announcement was made by Robert Bussière, Member of the National Assembly for Gatineau, who represented France-Élaine Duranceau, Quebec's Minister Responsible for Housing. He was joined by Sophie Chatel, Member of Parliament for Pontiac, and Mathieu Caron, Mayor of Gracefield, reflecting the collaborative effort across different levels of government.

The Habitations au Cœur de la Vallée project is a pivotal part of the broader housing strategy aimed at addressing the housing needs of vulnerable populations in Quebec. The project has secured a \$7.7 million contribution from the Société d'habitation du Québec (SHQ) through its AccèsLogis Québec program, including \$5 million from the Government of Canada under the third Canada-Quebec Rapid Housing Initiative Agreement.

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Highway 50 widening project completed



Tashi Farmilo
LJJ Reporter

The Government of Quebec has announced the completion of the long-awaited widening of a critical section of the Guy-Lafleur Highway (Autoroute 50) between Gatineau and L'Ange-Gardien.

The newly completed 9.7-kilometer section will soon open to the public, transforming the highway into a four-lane divided roadway. This upgrade is set to greatly enhance safety for motorists, addressing long-standing concerns about the risk of head-on collisions. The project, initiated in January 2022, represents an investment of more than \$102 million and is a key part of broader efforts to improve transportation infrastructure across western Quebec.

"Road safety has been a concern for citizens in the region for nearly 30 years, and that is why we prioritized this project when we joined the government," stated Deputy Premier Geneviève Guilbault. "Each section delivered improves the safety of Quebecers who travel on this road every day, and that is why we will complete this major project that is essential for western Quebec."

The enhanced section of Highway 50 is expected to significantly reduce accidents and improve traffic flow between Gatineau and L'Ange-Gardien, a corridor that has been seen as hazardous due to its previous two-lane configuration. With the opening of this new section, the government aims to meet its objectives of making travel safer and more efficient for the thousands of commuters who rely on this route daily.

In the coming weeks, additional work will take place, including the installation of a high-voltage cable barrier along a 1-kilometre stretch of the eastbound roadway at kilometre 169, further enhancing safety measures for travellers.

"In 2018, the Coalition Avenir Québec (CAQ) committed to remedy the inaction of past governments and to resolve once and for all the issue of securing Highway 50," said Mathieu Lacombe. "This vision is taking shape, step by step, as the kilometres are built and delivered to the population. Our determination to complete this project, which has been requested by the region's citizens for decades, is unwavering, and the work continues."



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Start of construction on habitations au Cœur de la Vallée in Gracefield



Construction has officially begun on the \$13 million Habitations au Cœur de la Vallée project in Gracefield, which will create 26 affordable and adapted housing units for vulnerable populations, a development praised by Sophie Chatel, Member of Parliament for Pontiac. (TF) PHOTO COURTESY OF SOPHIE CHATEL

Continued from page 1

The City of Gracefield has also committed more than \$3.9 million, with \$3.5 million of that sum provided by the Government of Quebec through a tripartite agreement with the SHQ and the Ministère des Affaires municipales et de l'Habitation.

Scheduled to be completed by September 2025, Habitations au Cœur de la Vallée will offer housing to independent individuals and couples aged 45 and over with low or moderate incomes, as well as to people with reduced mobility who require adapted living conditions. The project emphasises inclusivity and accessibility, ensuring that the residents of the Vallée-de-la-Gatineau region have access to safe and affordable housing.

The initiative has been met with widespread approval from government officials and community leaders. Quebec's Minister Responsible for Housing, France-Élaine Duranceau, praised the collaboration among partners, stating, "We continue to be committed to increasing the supply of housing adapted to individuals' needs. By joining forces, we'll be able to significantly and rapidly increase the housing supply across Quebec."

Echoing this sentiment, Sean Fraser, Canada's Minister of Housing,

Infrastructure and Communities, called attention to the federal government's dedication to providing safe and stable housing for all Canadians. "The federal government will continue to work hard toward ensuring that everyone in Quebec and across Canada has a safe and stable place to call home," he said, highlighting the importance of the Canada-Quebec Rapid Housing Initiative.

Sophie Chatel, MP for Pontiac, expressed pride in the federal government's role in the project, noting that "Everyone deserves a safe and affordable place to call home," and that this project is a testament to the community's values of mutual support and solidarity.

Local leaders also celebrated the milestone. Robert Bussière, MNA for Gatineau, remarked on the significance of the project for Gracefield's residents, particularly seniors and those living with disabilities, saying, "This project promotes inclusion and is very important to the people and community of Gracefield."

Alain Labelle, a councillor for the City of Gracefield, expressed gratitude for the efforts that have brought the project to fruition, noting that the start of construction marks a significant achievement for the municipal council after many years of planning and effort.

8th Annual DRAW Artists' Retreat a Wild Success



Katharine Fletcher

From July 30 to August 6, 20 artists participated in the annual art retreat up the Dumoine River watershed's ZEC Dumoine.

In 2017 the Canadian Parks and Wilderness Society – Ottawa Valley chapter (CPAWS-OV) -- created this retreat along with such artists as Tina Michaud. Known as "The DRAW" (Dumoine River Artists for Wilderness), it encourages ongoing protection of the "Three Sisters": Dumoine, Noire and Coulonge rivers.

CPAWS-OV's website explains, "Southwestern Quebec offers some of the last remaining opportunities to protect large, intact, landscapes. The [Three Sisters] are among the last wild and intact watersheds anywhere in southern Canada. Our vision for west-

ern Quebec is ... an interconnected network of protected areas centered around the Dumoine, Noire and Coulonge watersheds that fully protect the richness of the landscape, provide connections between the forests of the Ottawa Valley and the Boreal forest to the north -- and meaningful jobs and investment to local communities based on ecotourism and sustainable development."

John McDonnell, Executive Director of CPAWS-OV explains, "We think artists add a unique approach to our conservation goals because art touches peoples' emotions and appeals to their intellect in a way that complements our outreach strategies. The sale of approximately \$7,000 of DRAW artworks directly contributes to CPAWS-OV's protection of these watersheds."

McDonnell adds, "Thanks to CPAWS advocacy and DRAW artists, in 2022, permanent protection of 1776 sq. km

was announced."

Wally Schaber is the founder of Friends of Dumoine and author of *The Last of the Wild Rivers*, a history of the Dumoine. He always dedicates time to DRAW.

This year, before taking artists to the historic circa 1850 Dumoine Lodge, previously an 1850 farm depot supplying the lumber shanties with human and horse provisions, Schaber spun tales around DRAW's noon campfire. He related how the Friends hosted Wolf Lake First Nations elders at the Grand Chute cabin, explaining that such outreach and communication benefits our understanding of history.

Both men emphasized how DRAW artists' reverence for capturing the Dumoine's wilderness conveys the beauty of the wilderness to the public.

Pontiac photographer Jennifer Houghton agrees. A newcomer to DRAW, she said, "It is a definite privi-

lege to visit the Dumoine. Art demonstrates to people that there are still amazing, untouched wilderness areas needing protection."

What will the 2025 DRAW look like?

McDonnell says, "Because the Dumoine River is now protected, we plan to take DRAW on the road in 2025 to support the protection of other important landscapes such as the Madawaska Highlands. It's the area of unprotected lands between Algonquin Park and the Dumoine River. Or, perhaps we'll go to Gatineau Park or the Kipawa River to ensure the conservation of these critical lands and waters before they are forever lost."

Want to attend the DRAW? Check out the CPAWS-OV website: cpaws-ov-vo.org

Join Friends of the Dumoine: dumoineriver@primus.ca

Federal boost sends \$100K to Quebec salmon farm for sustainable aquaculture



Tashi Farmilo
LJ Reporter

Samonix Inc., a young aquaculture company based in Quebec, has secured nearly \$100,000 in federal funding to support its ambitious project aimed at revolutionising Atlantic salmon farming. The financial assistance, totaling \$99,998, was announced on August 19 by Sophie Chatel, Member of Parliament for Pontiac, on behalf of Canada Economic Development for Quebec Regions (CED). This funding is part of a broader effort by the federal government to stimulate economic growth in some of the province's more vulnerable regions.

Founded in 2020, Samonix has set its sights on developing a land-based aquaculture facility along the Ottawa River in Litchfield, a location the com-

pany believes is ideal for producing fresh, sustainably farmed salmon. The planned facility will supply salmon to markets in Quebec and Ontario, with the potential for expansion into the United States. The funding from CED will help cover the costs of preliminary studies crucial to the project's pre-start-up phase and will enable the company to engage a variety of stakeholders necessary for the plant's development.

"Our government is deeply committed to driving innovation and economic development across all regions, particularly in areas that have historically been overlooked," said Chatel. She emphasised that by investing in Samonix during its critical pre-start-up phase, the government is laying the groundwork for economic growth that will benefit the Pontiac community and beyond.

The project is part of a larger strategy

by the Canadian government to support businesses that can drive regional economic growth, especially in economically challenged areas. Minister of Tourism and CED, Soraya Martinez Ferrada, noted the significance of such investments, stating that the government's approach is designed to ensure that even the most economically vulnerable regions in Quebec can participate in and benefit from the transition toward a more sustainable economy. She pointed out that Samonix's approach to aquaculture is particularly compelling because it offers a way to farm salmon without harming the oceans and delicate ecosystems.

Mathieu Farley, the president and founder of Samonix, expressed his gratitude for the support, calling the funding a pivotal moment for the company. "With CED's backing, we're tak-

ing significant steps toward establishing a world-class facility that will set new standards in sustainable salmon farming," Farley said. He added that the company's vision is not only to supply top-quality salmon to local markets but also to position Samonix as a global leader in environmentally responsible aquaculture.

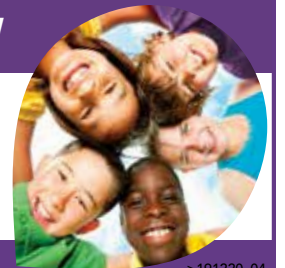
This funding, provided under a new customised financing approach for economically vulnerable Regional County Municipalities (RCMs) in Quebec, underscores the government's commitment to fostering sustainable economic development in all parts of the province. By supporting innovative projects like Samonix's, the federal government aims to build a more inclusive and sustainable economy, ensuring that regions like Pontiac can thrive in the years to come.

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Aging



FRED Ryan

Those *Post's* readers in their senior years should be pleased at the attention given today to "aging" by the scientific community. Traditionally, aging was almost a taboo subject, perhaps in an effort to push it back, away from us. No more, and this is helpful.

One report in the current *Scientific American* magazine (Sept. '24; pg 72) reveals very interesting information on the subject. Researchers have found, to their youthful surprise, that most people, women and men, are "cognitively similar" up until their early '40s. (So much for the "natural conservatism"

of seniors; they're all over the map!)

This research shows that "divergences in cognition" are finally clear by the sixties. And this trend continues until, as the report states, "the 80-somethings include the wisest people on the planet."

Unfortunately, many of these wisest are also beset with chronic pain, arthritis, and physical infirmities -- not to mention dementia--that hides a lot of this wisdom.

Other research found that longevity, with good "cognitive skills", can actually be encouraged by healthy eating habits, low meat consumption and caution with tobacco, alcohol and other drugs. Good self-esteem and friendships seem essential.

About wisdom increasing with age . .

. it's not automatic, of course, but there's the simple fact that more years lived will mean more experience and that's the foundation of "wisdom" -- more data on our hard drives.

And the "wisdom" that seniors develop seems pretty specific: the researchers say seniors have a better ability to resolve conflicts, to make decisions, and to create an atmosphere of "positive emotional wellbeing"; seniors seem more emotionally stable, and better at regulating their own desires. Their "cognitive processing" skills may seem to slow down, but increasing our years opens new cognitive pathways, especially for specific tasks, and seniors can become even more adept at many tasks and past-times.

It is curious that this report -- and much of this research -- comes during a public debate in the USA over the age and mental abilities of political leaders. Positively, this attention might prompt us to make better use of seniors' negotiating skills in our political realms.

Interesting, too, is the encouragement which studies like these lend toward bringing our society's generations closer together, not held apart, each generation in its own silo. Seniors' ability to remain optimistic is another "skill" we might pay more attention to -- especially today when the news seems almost-designed to depress and discourage us. Here's good and positive news, and it's all around us these days. Seniors!

LETTERS

to the **Editor** *Opinions expressed are not necessarily shared by the paper*

Motion filed in Quebec Superior Court related to language rights

The federal government, through the Attorney-General of Canada, Arif Virani, is refusing to defend the Constitution of Canada. In a motion filed in Quebec Superior Court in late July, it is asking for a hearing to dismiss its role as a party in a constitutional challenge undertaken by the Task Force on Linguistic Policy in May of 2023.

The Task Force's challenge against Bill 96 names the Attorneys General of Quebec and Canada as parties. It involves six plaintiffs, including myself as Task Force President Andrew Caddell,

whose lives have been detrimentally affected by the law.

The reason for inclusion of the government in the case is its failure to defend the Constitution of Canada against the unilateral declaration of Quebec as an exclusive French-speaking "nation" in the Constitution. It is also due to the incorporation of the Charter of the French Language, as amended by Bill 96, in Bill C-13, the new federal Official Languages Act.

This action, which has clearly been signed off by Attorney General Virani,

is shameful and irresponsible. We are confident the motion to dismiss will be rejected.

The five-page motion repeatedly says the Attorney General of Canada is not an appropriate respondent challenging Bill 96, a provincial statute, stating "The impugned provisions were not enacted by the Parliament and the federal government does not have any authority to apply them." The Task Force's legal team, Michael Bergman and Associates deliberately targeted the Attorney General of Canada because of

his failure to defend the Constitution and due to the inclusion of a provincial statute, Bill 96, in a federal law, Bill C-13.

Founded in 2021, the Task Force on Linguistic Policy is the only grassroots not-for-profit organization funded through public donations advocating for linguistic rights and bilingualism.

Andrew Caddell
*President, The Task Force
on Linguistic Policy /
Comité Special sur la Politique
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The Way that it was



The following report is from the June 27, 1941, edition of the *Buckingham Post*: “Accidental Death

A sad accident which claimed the life of a young wife and mother took place last Friday morning near Mayo when Mrs. Marshall French of Blanche was so badly injured that she died at the Water Street General Hospital on Saturday, June 21st. A son of Mr. and Mrs. French, Ernest French, who is training in Ottawa had been home on leave and was returning to his headquarters on Friday morning. While the father and son were preparing to leave for Ottawa, Mrs. French decided to accompany them and while descending the steep little hill above the long curved one at the Red Bridge over the Blanche near Mayo the brakes of the motor car caught only on one side, overturning the car and hurting Mrs. French's right arm very badly as well as causing internal injuries. She was rushed to Ottawa but in spite of everything possible being done to help her, she passed away. The other occupants of the car were only slightly injured.”

Mr. and Mrs. Marshall French were my maternal grandparents as well as my godparents. She was Josephine Conroy, the grandmother who held me in her arms at my baptism only a few days before that fatal accident. She was the grandmother who I would never know.

As I read that accident report from the *Post* archives, I became aware of the time and circumstances of when it was written; hence the parlance of that period of our history. In 1941, the war was raging in Europe. To we, who lived far away from the horrors of war, it was overseas. To those, whose sons and daughters went overseas it would have had profound implications.

The Blanche, more often now referred to as Mulgrave Derry, was the French name given to the river that flowed across that part of the wilderness. Almost everyone who read about the accident in the *Buckingham Post* would have been familiar with the sharp little hill above the long curved one at the Red Bridge over the Blanche. Readers would have known of the red-covered

bridge over the Blanche River.

Horse-drawn carriages would have been a familiar sighting along the narrow, winding gravel roads of that time. The noisier motor carriages, or, motor cars, were now appearing alongside them.

One can only speculate about why my grandmother decided to accompany her husband and son, on what would become her last days on earth. Was it because Ernest was one of three of her sons who had joined the armed forces to fight for their country's freedoms? The others, Gilbert and George, may have already gone overseas or were about to be deployed.

I was born on June 9, 1941, and baptized on June 15th. The baptism took place at Paroisse St-Grégoire-de-Naziance in Buckingham since Our Lady of Victory Parish had not yet been established. Might my grandmother also have anticipated visiting the house in Buckingham where her daughter Ethel, who was married to René Laurin, lived with their then two children, Leo and Victor? Their sister, Mary, was yet to be born.

Incidentally, I was baptized Joseph Anthony Victor after the names of the three saints. Should you ever call me a saint, I would bury my face in the palms of my hands. If you called me a sinner, I might smile at the acuteness of your observation. I have the name Victor after Father Victor Leroux who baptized me.

Finally, the most glaring thing that struck me as I read the accident report was the omission of my grandmother's maiden name, Josephine Conroy. Not even her first name, Josephine, was mentioned. This was a reflection of the time and place when it was written. It was not until April 25, 1940, that an act was passed in Quebec giving women the right to vote and to be eligible as candidates for office. On August 8, 1944, women became eligible to vote in the general election of that day.

Further reflections on the way it was back then will be the subject of my next column.



The Very Precious Life of Elon Musk

by Gwynne DYER

AUTHOR, HISTORIAN & INDEPENDENT JOURNALIST

Elon Musk is heading for a crash. It's only a matter of time before one or another of his random enthusiasms brings him down. But if I had the power I would guarantee him at least two more years of solvency before he loses control of his companies, his great wealth, and possibly even his freedom.

My apparent sympathy for Musk gets me a lot of flak from my wife, one of my sons, and most of my friends, who cannot wait to see him go under. He is so arrogant, so erratic and so wrong-headed in his politics (he must be reading Ayn Rand) that his downfall will give great pleasure to millions.

And the downfall is almost certainly coming soon. As the entrepreneur and professor Scott Galloway recently remarked: “No company with over \$1bn in revenue has ever lost 60% of its revenues in a 12-month period, in a non-war period...,” Twitter is literally the worst-performing business in history.” (Like many people, he's still reluctant to call it X.)

The whole X debacle demonstrates the rapid decline in Musk's business acumen. He offered far too much to buy Twitter, the delighted owners immediately accepted, Musk tried to back out, the courts forced him to go through with the deal, and he ended up owning a slowly declining business that gave him (so he imagined) a serious voice in US politics.

As any 10-year-old could have told him, if he effectively abandoned serious monitoring and opened Twitter/X to every hate-filled rant with some lies to peddle, the advertisers who are the real source of his cash flow will take their distance from his site.

But Musk told the advertisers to “go fuck yourself” if they didn't want to advertise on his platform, so almost all his big accounts pulled out. Now, less than a year later, he is suing those same advertisers for not advertising on his platform. Good luck with that one.

In the meantime, Musk seems to be covering X's losses by pulling money out of his most successful business, Tesla. He's so rich that this can go on for a long time (unless Tesla's shareholders revolt), but it's definitely not good practice.

Why is he behaving like this? ‘Megalo-

mania' is not a precise term in psychology, but it usually get worse with time and he certainly fits that pattern. Another informal term that probably applies to him is ‘on the spectrum.’ While that can actually be an asset in some business contexts, it is not playing well for him.

So why should we care what happens to Musk?

The world owes him some gratitude for pioneering electric cars when nobody else was really working at it (and he did it specifically to alleviate the climate crisis), but if Tesla failed now other electric vehicle manufacturers would quickly fill the market gap. However, he still has another job to do, and if he's not available it may not happen at all.

The fifth iteration of his giant ‘Starship’ heavy lift rocket will fly this month or next, and with every iteration it gets a bit closer to delivering the kind of performance that will transform space flight.

Every flight so far has crashed into the sea, but that's the development method Musk uses: launch it, find out what made it fail, fix it, and launch again. It will probably take about another five flights before he gets it all right, so that's around a year. Then another year of many flawless launches and landings before it is certified for manned flight.

And then Musk ceases to be the indispensable man. Nobody else has had the will, the skill and the money to make this thing happen, but once it is certified anybody can manage the exploitation of the reusable Starship/heavy booster combination. That will open up the entire solar system for human beings.

Reducing the cost of getting a kilogram into orbit by 99%, which is the plausible claim he makes for Starship, is not an improvement. It's a revolution. But if Musk goes bankrupt and SpaceX also gets tied up in the courts for many years – as it is increasingly possible to imagine – then the whole thing could go down the drain.

If you don't care about the human race getting out into the universe, or at least into our own wider neighbourhood, then go ahead and hate Musk. But if you do care, then acknowledge that Musk needs two more years to make that future possible, and ask whatever gods may be to grant him that time.

Brenda O'Farrell advocates for a new era in community journalism



Tashi Farmilo
LJJ Reporter

Brenda O'Farrell, president of the Quebec Community Newspapers Association (QCNA), is charting a bold course for the future of journalism, especially within Quebec's English-speaking regions. With decades of experience spanning local journalism to senior editorial roles at major media outlets, O'Farrell envisions a future where hyperlocal journalism thrives, even as mid-sized regional papers face significant challenges.

O'Farrell highlights a crucial shift in the media industry: the decline of traditional mid-sized newspapers like the *Montreal Gazette* and the *Ottawa Citizen*. She notes that these papers are stuck in a difficult position. "They are too big to be in print and too small to be online only," she explains, pointing out the struggles they face in adapting to the new media landscape. As the digital era reshapes the industry, these papers find themselves vulnerable, trying to compete in an increasingly global marketplace.

In stark contrast, O'Farrell sees a bright future for hyperlocal newspapers that cater specifically to the needs of their communities. She believes these publications offer something unique: in-depth, locally relevant content that large digital platforms cannot replicate. "The bright light will be in what I call hyperlocal media," she says, emphasising that these smaller, community-focused papers are well positioned to thrive by doing things differently than in the past.

O'Farrell elaborates that the success of hyperlocal newspapers lies in their ability to deeply engage with their audience. Unlike larger outlets that serve a broad and often impersonal readership, hyperlocal papers are closely connected to the communities they serve. "These newspapers are not just reporting the news; they are part of the community's fabric," she explains. They reflect the concerns, stories, and voices of local residents in ways that national or international platforms cannot.

O'Farrell is clear that community newspapers must evolve beyond simply filling pages with content to drive ad revenue. Instead, they should focus on high-quality, investigative



Brenda O'Farrell, president of the Quebec Community Newspaper Association addressing Quebec local newspaper publishers and workers at the strategic planning session in Montreal, June 2024. (LR) PHOTO: LILY RYAN

journalism that holds local governments and institutions accountable. "You have to provide news, and the quality of your writing and reporting and your research has to be on par with what you would find traditionally in the big papers," she asserts. "You have to step up your game."

Despite the ongoing digital shift in the industry, O'Farrell argues that the future of these newspapers remains firmly rooted in print. "Their future is print," she insists, noting the unique value of a physical newspaper in a community—whether it's delivered to doorsteps, available in local shops, or read at kitchen tables. This tangible presence fosters a connection between the community and the news it cares about.

For O'Farrell, this commitment to quality, coupled with a strong print presence, will ensure the survival and success of hyperlocal newspapers in the years to come. "These papers have to be more than just vehicles for ads or announcements; they have to be essential to the lives of the people they serve," she says. "That's the future I see for hyperlocal media—a future where these newspapers are not just surviving, but thriving as vital parts of their communities."

Her own ventures, such as *The 1019 Report* and *The 1510 West*, embody this model of hyperlocal journalism. These newspapers are dedicated to serving specific regions,

offering in-depth coverage of issues that directly impact the daily lives of their readers. "We are focused on covering the news that residents who live within these regions need to know," she explains. "We dig into the reports, hold these councils accountable, and find out what's going on."

O'Farrell also advocates for a revised business model for community newspapers, one that is sustainable and not overly dependent on traditional revenue streams. She champions a model that emphasises subscription-based revenue and community support, where readers become stakeholders in the success of their local news outlet. "We're not looking to get richer; we just want it to be sustainable," she says. "If you create credibility within your community, people will subscribe."

In this new landscape, O'Farrell believes that community newspapers can fill the gap left by larger media companies, which increasingly focus on national and international stories. "If you don't support local media, more than half the country will not have any media," she warns.

By embracing this new model, O'Farrell believes that community newspapers can continue to play a vital role in the media landscape, ensuring that local news remains a cornerstone of informed citizenship. "We are the fourth estate," she concludes. "We are part of the democratic process. That's why we need to survive."

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Special vaccination event for children 4-7



Marie-Ève Turpin

The CISSS de l'Outaouais is organizing a special vaccination event for children aged 4 to 7 years on Saturday, September 14, from 9 am to 5 pm, at the service point in Gatineau located at 75 de la Gappe Boulevard.

This event aims to update vaccination records for booster shots that are part of the regular immunization schedule so that young children receive the protection they need for a healthy start to the new school year.

Vaccination is one of the most effective ways to

protect children from multiple diseases and reduce the transmission of these diseases within the general population.

In order to welcome children and make their visit as pleasant as possible, the premises will be adapted to suit this young clientele. Fun activities and educational workshops are also planned throughout the day.

Parents wanting to get their child vaccinated at the September 14 event are asked to make an appointment via clicsanté.ca (select "Youth vaccination event").

More information on childhood immunization is available on the Government of Quebec website.

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BIRTHDAYS AND EVENTS

WOOPII BALLOONS - PARTY SUPPLIES & RENTAL SHOP Beautiful eco-friendly balloons for your parties, celebrations, baby showers, gender reveals, weddings, or any special occasion. Located at 153-B Principale Street, Gatineau (Aylmer) QC. 819 682-6560. party@woopii.com.

FUN FÊTE DECORATION SERVICE for weddings, birthdays, christenings, and any other events. Balloon arrangements; preparation of goodie bags for children's parties; rental of chair covers, tablecloths, etc.; rental of cotton candy, popcorn, or snow cone machines; rental of foot spa machines; rental of inflatable play structures. Phone: 873 353-2399. Email: funfete.2019@gmail.com.

FOR RENT

BACHELOR FOR RENT Aylmer sector of Gatineau. \$795/month, no pets. For more information, call 819 414-1627.

HOUSE TO SHARE. LOVELY, BRIGHT SOUTHWEST GATINEAU HILLS VIEW. One-acre yard. Amazing network of trails for hiking, skiing, and biking. Shared perennial and veggie gardens. 1.5 bathrooms, fully equipped kitchen. Woodstove, baseboards. Quiet dead-end. Eight minutes from the village of Wakefield, five minutes from Philippe Lake, Gatineau Park. 819 661-0858.

HALL RENTAL

AYDELU RECREATIONAL CENTRE 94 Rue du Patrimoine (Aylmer sector). Community hall rental, perfect for all kinds of occasions. For reservations, call Pauline at 819 921-3891.



HALL RENTAL

HALL RENTAL FOR ALL OCCASIONS. With or without bar service; kitchen; air conditioner; Wifi; TV; dance floor. Questions? Aylmerlegion33@gmail.com or leave a detailed message at 819 684-7063.

HELP WANTED

COLLECTION OF NON-PERISHABLE FOOD ITEMS AND HYGIENE PRODUCTS FOR THE AYLMEYER FOOD CENTRE: People who want to make a difference and help our community can drop off their donations at the Aylmer Bulletin office, located in the Galeries Aylmer, from Monday to Friday during business hours (9 a.m.-5 p.m.). Thank you for your generosity!

JOB OFFERS

JOB OPENING! Weekly help at the newspaper is needed for deliveries in the local stores in the Aylmer and Le Plateau sectors of Gatineau, and to label the subscriptions. Half a day per week. Must have a vehicle, a cheerful personality, and be bilingual. info@bulletinaylmer.com

JOB OFFERS

OFFICE MANAGER The Aylmer Heritage Association (AHA) invites letters of interest from candidates to fill a part-time Office Manager position. Support to the Board of Directors in the areas of membership, communications (e.g., newsletters, website, greeting visitors), and general administration are the main responsibilities of this position. The AHA operates in both English and French. The successful candidate will be curious, self-motivated, well-organized, and familiar with Microsoft Office suite, Google apps, and related admin programs. Starting in September 2024, the position calls for an average of 18-20 hours per week at the AHA offices on Aylmer Road. Salary commensurate to experience. The full job description is available at associationpatrimoineaylmer.com. Send your letter of interest and résumé to: associationpatrimoineaylmer@gmail.com. Closing date: Open until position is filled. Interviews will begin on August 14, 2024.

JOB OFFERS

ADVERTISING CONSULTANT POSITION AVAILABLE.

Help local businesses increase their visibility and sales. Interpersonal skills are essential. You must be bilingual and own a vehicle. Responsibilities: Offer innovative advertising solutions to local merchants, provide customer service to advertisers, apply different marketing strategies, and expand print and web sales. Send your résumé by email to the *Aylmer Bulletin* at pub@bulletinaylmer.com.

MISCELLANEOUS

QCNA offers a one-order, one-bill service to advertisers. Call us for details on reaching English Quebec and, through classified ads, French Quebec and every other Canadian province and territory. Contact us at sales@qcna.qc.ca or 819 893-6330. For details, visit <https://qcna.qc.ca/>.

MUSIC

VIOLINS, VIOLAS, CELLOS, BASSES, AND BOWS. Made, restored, repaired, and appraisals. Violin shop since 1980 at 309 Chemin Eardley, Gatineau, QC. Peter Mach Luthier, 819-684-3886.

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WANTED: NANNY. Family with five children aged 20 months to 11 years old. Care of children and housekeeping required. 30-40 hours per week. \$15.75 per hour. Must be flexible with schedule. Send résumé to: sheilav_1@yahoo.com.

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BECAUSE WE HAVE YOUR ACTIVITIES AT HEART COMMUNITY EVENTS

AYLMER LEGION: -SEPT 6 at 7 PM: DART LEAGUE start of the new season for the Friday night dart league. For info and registrations, contact Marcel at laudymarcel@gmail.com. -SEPT 9 at 6:30 PM: EUCHRE League starts. -SEPT. 21: Fundraiser Golf Tournament "Sponsorship opportunities." Call 613 614-7847. -Knitting group: Every Monday from 1 to 3 p.m. on the 2nd floor. All are welcome at the Aylmer Legion, 59 Bancroft Street, Aylmer, Qc. For more info: Aylmerlegion33@gmail.com.

BINGO AYDELU. 94, rue du Patrimoine, Gatineau (secteur d'Aylmer). Tous les mercredis soir / Every Wednesday night. 18 h 45 / 6 h 45 Ouverture des portes 16 h / Doors open at 4 p.m. 3 800 \$ en prix / in prizes. 18 ans et plus / 18 years and older. Places limitées / Limited places. Nouveau programme / New program. Service de cantine / Canteen service. 819 684-7888 ou/or 819 230-2240.

FAM FEST - A FREE EVENT! Holiday also means family day! Monday, September 2, 2024, at 11 a.m. Come spend the day at the Terrasse du Square with inflatable structures, face painting for kids, gourmet food, and ice cream! Even doggies are welcome! 248 Chemin Old Chelsea (Old Chelsea) QC.

GROUPE DE DANSE JOIE DE VIVRE DANSE EN LIGNE POUR LES 50 ANS ET PLUS AUTOMNE 2024. Session (10 cours) 45 \$. Centre Ernest-Lattion, 30 rue, Court, Gatineau (Aylmer), QC. Préinscriptions les 27 et 28 août, ainsi que les 3 et 4 septembre 2024 de 18 h à 20 h 30. Cours - Mardis - Débutants-1 (18 h 45 à 20 h) et Débutants-2 (20 h 15 à 21 h 30), commençant le 10 septembre. Cours - Mercredis - Avancés (18 h 45 à 20 h) et Intermédiaires (20 h 15 à 21 h 30), commençant le 11 septembre. Pour les nouveaux élèves, nous offrons un cours d'essai à 5 \$. Pratique : tous les vendredis de 19 h à 21 h à compter du 20 septembre 2024. Professeure diplômée : Nicole Lachapelle. Infos : Lucie Lebrun, 819 360-3891. Courriel : groupe.danse.joie.de.vivre@gmail.com Facebook : <https://www.facebook.com/Groupe.de.danse.Joie.de.Vivre>

FALL MARKET Sunday, September 15, from 10 am to 3 pm. Come celebrate the beginning of fall with fun for all the family, with over 30 craft vendors on site, including a variety of food vendors, music and a bar on site. We will have face painting as well. Free entry, door prizes, kid activities. 78 Rue Principale, Gatineau, QC.

IT'S OFFICIAL, LA GRANDE FRIPE IS BACK THIS FALL! The largest second-hand clothing and accessories market in Outaouais. The event will feature different vendors over two days! You'll find clothing for women and men of all sizes! Enjoy a delicious chai latte while browsing our brand-new dried flower bouquet kiosk! Join us at 425 Boulevard Saint-Joseph and take advantage

of free entry and parking on Saturday, September 14, and Sunday, September 15, from 10 a.m. to 4 p.m. Psst... Keep an eye out to get your hands on one of the VIP access tote bags, which will be announced here and on our Instagram page [@habitude.friperie](https://www.instagram.com/habitude.friperie) in the coming weeks. You won't want to miss this! Remember to bring a reusable bag for your purchases!

NEW IN AYLMEYER AT PUTTERS!! CONNAUGHT PLACE HORSE-RACE BETTING SALON showing live horse races on giant screens. Join the fun! Galeries Aylmer, 181 Rue Principale, Gatineau. 819 557-1188, info@chezputters.ca.

OUR LADY OF THE ANNUNCIATION ANNUAL INDOOR GARAGE SALE. 189 Archambault, Hull. Saturday, September 14th, 8 am - 1 pm. Household and personal items, jewelry, tools, toys, Christmas items, and baked goods. Hot dogs and drinks. For further information: 819-776-4434.

SBK DANSE NIGHT free Latin dance class offered by Roudi & Vero starting at 7:30 pm on Monday, September 2 at 799, Rue Jacques-Cartier, Gatineau, QC. The dance class will be held on the upper floor of the Quai des artistes (please note that the Rueda practice will take place on the central floor). At 8:00 pm, the music will begin with our transition to salsa, bachata, and kizomba. This week, Marcelo will DJ. We look forward to seeing you on the dance floor!

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