



Communiqué de presse
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Regeneration 2008 ; A new image for the 4th World Youth Congress

Quebec city, Monday May 14th, 2007 - In the interests of giving the 4th World Youth Congress a dynamic new image, the Congress organising committee has today agreed on an energetic new logo. *“The youth of Québec and those around the world who will participate in the Congress deserve to know that this event – the major international youth component of Quebec City’s 400th anniversary celebration – is much more than just another international gathering of young people”* explained the Congress president, Pierre- Luc Gravel

Faced with the negative perception associated with the French word for congress, the organisers reacted by creating a new branding that more closely reflects to the real content of the event. *“The World Youth Congress is much more than a meeting of a few selected youth behind closed doors,”* Mr. Gravel clarifies, *“It is in fact a massive celebration of how youth around the world are taking extraordinarily effective actions to ensure the sustainable development of the planet.*

“We always encourage the hosts of each new World Youth Congress to come up with their own special branding and logo,” adds David Woollcombe, International Director of the World Youth Congress series. *“I am delighted that our colleagues in Québec have gone a step further and chosen a new name for this 4th edition. The word “Regeneration” to me implies ‘re-mobilisation’ – a powerful reminder to the youth of the world to get active in the business of saving our fragile planet while at the same time improving the lives and prospects for the poorest members of our human family. It calls to mind the stirring words of Nelson Mandela who, in January 2005, called upon “This Generation to be great... and rise to their generational challenge to Make Poverty History in your lifetimes!”*

ReGeneration comes from the verb *regenerate*. In biological terminology, it means to grow new tissues and bring new life. The prefix “RE” means to start again - to bring about new things – change! And “generation” embraces ambiguity by referring both to a sector of the population and power or energy generation. *“Our new logo calls the youth of the world to be the change while keeping the door open for other generations to join in,”* the president says. *“It will be a meeting of 600 youths between the ages of 18-30, from 120 different countries. **ReGeneration 2008** will also be a massive celebration of the magnificent contribution that young people make to building a better world.”*

The infinity symbol reflects the idea of bringing new life – new inventiveness – to the City of Québec and our world. The arrows remind us of the recycling logo and more broadly to the imperative of sustainable development for this generation. The arrows are also a nod to sea currents of the St Lawrence Seaway and their role in the foundation of Québec City by Samuel de Champlain.

“We are confident that ReGeneration 2008 will stir the passions of the participants and the citizens of Quebec City who will have the chance to see youth in a new and positive light,” concluded Pierre-Luc Gravel. *“Hopefully governments, businesses and NGOs from across the world will want to be identified with this ground-breaking event.”*

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For more information:
Christian Robitaille, (418) 529-2562
media@wyc2008.qc.ca