



Native of the region and employed by AbitibiBowater for over 30 years, Hélène Mercier's work has led her to undertake new opportunities and take on new challenges by getting involved in and for her community. This also allowed her to develop her interests and skills in the following way:

Her love for reading which she developed through her involvement with the board of directors of the *Salon du livre*;

Her fondness and talent for communications which she continues to develop through her courses at UQAM;

Her appreciation for organization which she uses often in her work environment;

Her interest in sustainable development which remains a prominent concern in her every day life and is the reason for her participation in regional development.

"For me, culture is a nation's identity and values, which is what allows it to survive all outside influences. The region has already attained distinction in terms of culture through its large-scale productions and its pool of talent at all levels. Positioning our city as cultural capital will give it that extra push needed to make the most of all of our assets. It is with pride that I will be an ambassador of Saguenay, 2010 Cultural Capital of Canada for paying tribute to our local culture."

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