

Claude Bouchard, Corporate Affairs Manager
Promotion Saguenay



In addition to working at Promotion Saguenay, Claude Bouchard sits on a multitude of board of directors and organizations such as the AVS (Aluminium Valley Society), the FIER Saguenay–Lac-Saint-Jean, the FLI (*Fonds local d'investissement*), CENTRAIDE (United Way), *the Comité de bon voisinage in La Baie*, not to mention his presence within several other board of directors and public body committees.

Aside from his professional activities, Mr. Bouchard has a pronounced interest for the arts. Moreover, he participated in the founding of *Rendez-vous musical de Laterrière*, and took on the chairmanship of this classical music festival for the first five years of its existence.

He is flattered by this honour given to him and he intends to play his role wholeheartedly as ambassador of Saguenay, 2010 Cultural Capital of Canada. To do so, he plans to emphasize the cultural spirit and heritage values which underpin the Government of Canada's choice of the City of Saguenay.
