

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**WINNERS OF THE CULTURAL DIVERSITY AWARDS 2021**

Sherbrooke, December 1, 2021 - Actions interculturelles, in partnership with La Tribune, Orientation Travail et Humains de Sherbrooke, crowned the winners of the 2021 Cultural Diversity Awards last night. National Bank, Cordé Électrique, the HMB Perinatal Clinic and UsiHome shared the honors during the evening hosted by Réjean Blais at the Maison du cinéma.

Ms. Aminta Ndiaye, a member of the jury, emphasized that the jury was "impressed by the quality of the applications and the variety of the finalists' initiatives. We encourage all businesses in the Eastern Townships to open their doors to immigrants and minorities and to implement inclusive management practices that promote the integration of all employees."

**WINNERS OF THE CULTURAL DIVERSITY AWARDS 2021**

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**National Bank**

Cultural diversity is well represented in the branches of Sherbrooke's National Bank. The banking institution stands out for the policies and measures that shape its inclusive corporate culture. However, it is National Bank's ambition that impressed the members of the jury. In fact, the bank is not only looking at policy, but is also setting new recruitment targets for the coming years. This is a good example of how to avoid remaining in the status quo and to continue with this great momentum.

**Cordé Électrique**

The Valcourt company is making efforts to recruit and hire candidates who are further away from the job market by collaborating with various employability organizations. In addition, in order to accommodate employees who wish to travel abroad to see or care for their loved ones, Cordé Électrique modified its policy in 2019 to allow for a one-month unpaid leave of absence. An accommodation that helps maintain a good team spirit within the company.

**HMB Perinatal Clinic**

The HMB Perinatal Clinic team is almost exclusively culturally diverse! The company is small, but the efforts to integrate cultural diversity are huge. At HMB, differences are a strength they cultivate. For example, the director favours skills that can be observed in the field, thanks to an extended integration period that allows employees to learn about the work environment at their own pace. In addition, the clinic has developed a "dictionary" of expressions that promotes understanding and communication within the multicultural team.

**WINNER OF THE DIVERSITY AWARD**

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The Diversity Award, delivered in partnership with Orientation Travail, recognizes a company's commitment to diversity in every sense of the word and to social inclusion.

## UsiHome

The Magog-based company is proactive in its recruitment and workforce integration process, and the diversity of the measures implemented is a credit to the company. For several years, UsiHome has employed people with disabilities as well as foreign workers who live in two properties located near the plant. In addition, the company assists certain employees in their application for permanent residence. Finally, to facilitate communication, all documents are translated into English and Spanish; French courses are offered to those who wish to take them, and management uses the services of a translator during meetings with employees.

The award ceremony began with a presentation by Jenny Ouellette, President and Co-founder of the company [Bon Boss](#). Under the theme "Cultural diversity, a winning choice", Ms. Ouellette reminded participants that "valuing people and an inclusive corporate culture is an asset for attracting and retaining talent within your organization".

Actions interculturelles also took advantage of the evening to launch the *Inclusive Employer's Guide*, a tool made available to companies participating in its **Cultural Diversity for Employment Excellence** project.

"The Cultural Diversity Awards give us the opportunity to salute the small and large initiatives of companies in the region that welcome and integrate people with their talents, their way of life, their work methods, and their pride in their origins. We know the power of these companies to inspire other entrepreneurs and their teams. The innovative practices presented this evening also contribute to shaping a welcoming and inclusive community," concludes Louise Gagné, President of Actions interculturelles.

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The Cultural Diversity Awards aim to recognize and reward employers in the Eastern Townships who stand out for their management of diversity within their company. This year, the awards are delivered as part of **the Cultural Diversity for Employment Excellence** project, which helps organizations create conditions conducive to the successful integration of people from culturally diverse backgrounds by conducting an organizational diagnosis and implementing an action plan. This project is made possible in part thanks to the Government of Canada.



LA DIVERSITÉ CULTURELLE AU SERVICE  
DE L'EXCELLENCE EN EMPLOI

Canada

Actions  
interculturelles  
Depuis 1990  
La diversité, c'est du monde