



**HOOKED
ON SCHOOL
DAYS**

HSD IN ESTRIE

FEBRUARY 12 TO 16, 2024



**OUR
ACTIONS,
A+ IN
THEIR
SUCCESS!**

**For a better future,
perseverance is always in the
present tense!**

When we encourage, listen to, support, and guide our young people, their determination and perseverance shines through.

FLAGSHIP ACTIVITIES



15TH ANNIVERSARY EVENT

For our
partners

FEBRUARY 12

Pop the champagne and don your ribbons!
Come celebrate the HSD's 15th anniversary
in Estrie, in a 5 à 7 format!



PERSIVERDANT THURSDAY

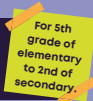


FEBRUARY 15

Wear green clothes and accessories, and
decorate your spaces in green, the colour
of school perseverance!



MEET UP WITH LAURENT DUVERNAY-TARDIF



FEBRUARY 15, 10:30AM TO 11:30AM

Register your class for the webcast of the
event, via the HSD website!



MY BOSS IS THE BEST! CONTEST



FEBRUARY 12 TO MARCH 3

Invite the young people you know to enter
the contest by telling us how their
employer helps them with school-work
balance!



Your favourite initiatives in the spotlight!

To mark the 15th anniversary of HSD in Estrie, we'd like to highlight the school perseverance initiatives and projects of our partners in Estrie. Tell us : **What initiative or project aimed at helping the young and not-so-young people of Estrie stay in school had the greatest impact on you over the past 15 years?**

[Complete the form](#)

BE PART OF HSD!

As a partner, how do you get involved in the campaign?



Become a school perseverance ambassador!



- Use the [email signature](#) and [social media banners](#) for the 2024 campaign
- [Register your HSD activities](#) on HSD website and [order your free materials](#)
- Propose to your network to organize activities with young people, and to [register their activities on the calendar](#) : \$1000 to be won at the [Biblairie GGC!](#)
- From February 12 to 16, wear your school perseverance ribbon with pride



Take part in the flagship activities and share the news with your community!

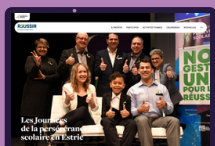
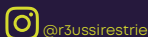


- Register and take part in the flagship activities in Estrie
- Promote the flagship activities with your community :
 - [15th Anniversary Event](#)
 - [PersiVERDANT Thursday](#)
 - [Meet up with LDT](#)
 - [My boss is the best! Contest](#)



Get active on social media!

- Congratulate young people and highlight their effort and perseverance by posting a short video or written post
- Highlight your +, the actions you take as an organization to promote school perseverance and educational success throughout the continuum
- Share the campaign and Laurent Duvernay-Tardif's videos as well as our posts on your accounts!
- Use the hashtag [#JPS2024](#) and tag our pages:



Visit the HSD website!

To learn about the campaign and the activities offered!

JournéesPerseveranceScolaire.com/Estrie