



LA FIDUCIE DU PATRIMOINE CULTUREL DES AUGUSTINES LAUNCHES ITS NEW WEB SITE

Quebec, July 26, 2013 – The new Web site of *La Fiducie du patrimoine culturel des Augustines* that went live today (augustines.ca) reveals new details of the Fiducie's mission and its commitment to its priority projects - including **Le Monastère des Augustines** which is scheduled to open its doors in the spring of 2015.

Produced free-of-charge by Cossette communications with support from Quebec's Ministry of Culture and Communications, the Web site showcases not only the priority projects that the Fiducie hopes to bring to completion, but also the rich history of the Augustinian Sisters. These courageous women made their mark on Quebec by laying the foundations of the province's healthcare system through the founding of 12 monastery-hospitals - including *l'Hôtel-Dieu de Québec*, the first hospital on the continent north of Mexico.

The Web experience offered to visitors relies on easy navigation and generous content. Photos and videos are used throughout the site to communicate information in a dynamic and interactive fashion. Among the visual supports are numerous artefacts and archival documents from the Augustinian Sisters' collections that are presented to the public for the first time. The simple and contemporary look of the site makes use of the Fiducie's corporate colours – green and grey. Its design highlights both the historical-heritage value and the resolutely cutting-edge, contemporary nature of **Le Monastère des Augustines**.

“We hope that this communications tool will be a well of information to which all those who are interested – and particularly our partners, future visitors, tourists, and the potential donors who will bring the project to life – will frequently return to follow the development of this magnificent project,” said Mr. Bernard Cliche, Chair of the Board of Directors of the Fiducie.

A second phase of the Web site, which is scheduled to go live in the near future, will provide more information about the Major Gifts Programme that the Fiducie is developing. In addition to the buildings, collections and archives that must be preserved, funds are urgently needed to ensure that the social mission of these pioneering sisters dedicated to healthcare is honoured, continued and renewed. This is precisely what **Le Monastère des Augustines** proposes to do through the various components of what will be offered to the public.

The mission of La Fiducie du patrimoine culturel des Augustines is to preserve and share the heritage and memory of the Augustinian Sisters of Quebec for the benefit of the entire population and for generations to come.

Le Monastère des Augustines grew out of the Augustinian Sisters' will to entrust their invaluable heritage that has accumulated since 1639 to the people of Quebec. More than 40 000 artefacts and 1 linear km of archives and old books will be gathered together at the Hôtel-Dieu de Québec monastery and will be accessible to the public in 2015. Cutting-edge, contemporary programming that promotes both culture and the concept of total health will respond to the needs of today's people for renewal on many levels. Designed in an integrative fashion, l'Hôtellerie, le Musée and les Archives will all reinforce the unique experience of the new facility.

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SOURCE: La Fiducie du patrimoine culturel des Augustines

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