

Highlights

Council Meeting

July 2026

Administration

Tourisme Côte-Nord Awareness Campaign

The MRC is proud to announce its participation in Tourisme Côte-Nord's 2027-2029 awareness campaign, to which it will devote \$12,000 spread over three years. In total, Tourisme Côte-Nord will invest \$1.4M in this advertising campaign, of which \$1M will be allocated to media distribution to ensure a strong presence among target audiences. Tourisme Côte-Nord's previous campaign reached more than \$5M people.

Amigo Express Côte-Nord

A new carpooling platform is now available on the Côte-Nord. Launched by the Collectif de développement social de la Côte-Nord in collaboration with the local social development partnership tables, Amigo Express Côte-Nord facilitates mutual assistance among citizens and access to services across our vast territory. It allows users to share travel costs, to travel more safely thanks to the verification of profiles and driver's licences, and to strengthen regional solidarity. The first annual subscription is free upon registration. The platform is available at amigoexpress.com/region/cote-nord.

Administration (cont.)

Language Guideline

The MRC has adopted its *Directive on the Use of a Language Other Than the Official Language*, a government requirement under the Province's Language Policy. Recognized as an organization with bilingual status under section 29.1 of the Charter of the French Language, the MRC may continue to serve its citizens in English in all contexts.

Economic Development

Have a project idea? The MRC offers various financial assistance programs to support you! Our team can also assist you and provide technical services. Contact our team today.

Contact our team today.

www.mrcgsl.ca/contact
info@mrcgsl.ca

Next Council Meeting

- **September 16, 2026**