



PRESS RELEASE

For immediate release

Twenty-five new places granted for the childcare centre in Saint-Modeste

Centre de la Petite Enfance des Jardins Jolis and Berger: Partnering with our Families.

Saint-Modeste, February 11, 2020. — At a press conference held on Tuesday, February 11, the Centre de la petite enfance des Jardins Jolis unveiled the details surrounding the creation of 25 new places for children in the municipality of Saint-Modeste.

In addition to revealing the chosen concept for this new project — which will focus on nature as an educational approach — the childcare centre also announced that Berger, whose headquarters are located in Saint-Modeste, will be its partner.

“We are seeking to provide our children with a living environment close to the forest, where outdoor activities are put first, to focus on the practice of healthy living,” said the CEO of Jardins Jolis, Mary-Eve Gauvin.

The two CEOs of Berger describe this partnership as a natural part of the company’s family values. With the quality of life of its employees and the socio-economic development of the environment at the heart of the company, the businesswomen are involved as major partners in the project by providing the land and design plans for the future childcare centre. Moreover, the nature-based educational program proposed by the Centre de la petite enfance des Jardins Jolis has led Berger to become involved in establishing a small garden and leading horticultural workshops.

“With this unique alliance between the public and private sectors, we can see a concrete way to develop the sense of belonging to the region among young people and their parents and help them develop respect for the environment and its conservation,” says Valérie Berger, Co-CEO of Berger. “It has always been fundamental for us, as corporate citizens, to be actively involved and to engage in development projects, all the more so when these are related to the welfare of children,”

added MéliSSa Berger, Co-CEO of Berger.



The mayor of the municipality of Saint-Modeste, Mr. Louis-Marie Bastille, was also present and was enthusiastic about this outcome. The municipality is currently in discussions with the partners involved and is actively involved in its implementation.

“The municipality is currently experiencing a dynamic period where the family is at the heart of our decisions more than ever,” said Mr. Bastille. “The services on offer are growing and the quality of life in Saint-Modeste is enviable. This new project is part of our municipal vision in all respects and we will continue to work with the Centre de la petite enfance des Jardins Jolis to make this project a real success.”

About the Centre de la petite enfance des Jardins Jolis

The new Saint-Modeste site will be the fifth facility of the childcare centre, which currently has premises in the city of Rivière-du-Loup and the municipality of Saint-Épiphane. The building will be able to accommodate 25 children no later than May 2021, including 10 infants under 18 months of age. The number of children at the Centre de la petite enfance des Jardins Jolis will therefore increase from 164 to 189, in addition to 6 new positions for qualified full-time educators being created. The main objectives of the childcare centre are to welcome children and meet their needs, to ensure their health, safety and well-being, to promote equality of opportunity, to contribute to their socialization, to support their parents and, finally, to prepare the child for starting school.

About Berger

With its headquarters in Saint-Modeste, the company operates 12 peatlands and 8 plants located across North America. In addition, Berger’s products are sold in more than 20 countries worldwide. Its team of more than 700 employees, nearly half of whom live in the greater Rivière-du-Loup region, is dedicated to selecting and processing raw materials, in order to produce horticultural growing media responsibly. The Berger team of specialists favours an approach based on the specific needs of its customers’ crops. Quality, consistency and consulting expertise set the company apart.

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