



**PRESS RELEASE**  
*For immediate release*

## **MONIQUE SIMARD APPOINTED CHAIR OF THE BOARD**

**Montréal, April 17, 2018** – The Quebecor Fund Board of Directors is pleased to announce the appointment of Monique Simard as Chair of the Board of the Quebecor Fund, effective April 12, 2018.

Ms. Simard has a long and distinguished track record in the cultural industry. She has been President and CEO of the Société de développement des entreprises culturelles (SODEC) since 2014 and was previously Director General of the National Film Board of Canada's French Program.

"Monique Simard is a seasoned manager who has demonstrated a deep understanding of the issues facing the film, television and digital industries throughout her career," said Serge Thibaudeau, CEO of the Quebecor Fund. "She is known for her drive and passion, which will stand her in good stead as she leads the process of setting directions and priorities for the important work the Quebecor Fund plans to accomplish in the coming years. We know that Monique will be able to meet the challenges of a fast-changing work environment while respecting the Quebecor Fund's DNA and the values it has upheld since its creation in 1999."

"I am very enthusiastic about joining the Quebecor Fund's highly skilled and inspiring team," said Monique Simard. "I have agreed to chair the Fund's Board because I appreciate the Fund's commitment to French-language production and the development of homegrown intellectual property, as well as its unflagging support for the export efforts of many industry players."

### **About Quebecor Fund**

Quebecor Fund was established through Videotron Ltd., which provides nearly \$7 million annually in broadcasting distribution undertaking (BDU) contributions to the Canadian industry. Its mission is to support the development, production, marketing and export of high-quality content and its exploitation on various platforms. The Board of Directors is responsible for all decisions pertaining to the Fund, including its priorities, and is entirely and exclusively responsible for its funding decisions. Please visit [quebecorfund.ca](http://quebecorfund.ca).

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**Information:** Serge Thibaudeau, CEO, Quebecor Fund  
514-842-2497 / [info@fondsquebecor.ca](mailto:info@fondsquebecor.ca)