

Flaunt your Frenchness (FyF) celebrates all that is French in everyone! Those little words like “deja-vu”, the unending love for cheese and wine, the “joie de vivre” or the passion for the Montreal Canadians. The objective of the Flaunt Your Frenchness campaign is for the people of Greater Vancouver to share their enthusiasm for the French culture, language and food by sharing ways to “Flaunt their Frenchness”.

FyF is a fun, informative and interactive campaign. It is aimed towards an English speaking audience and to make one appreciate the Francophone culture. The strength of this initiative is to be accessible anywhere, anytime, because there is no end to experiencing the fun and joy of Francophone cultures.

The campaign was launched three months ago to take amazing proportions and we are now looking forward to be involved with many local businesses, such as restaurants, festivals and artists living in the province.

