
Sexual diversity in the workplace, it pays!
Fondation Émergence unveils its 2012 campaign theme
in the fight against homophobia

Montreal, November 18 2011 — Mr. Eric Prud'Homme, host of the annual Gala of the Quebec Gay Chamber of Commerce, there unveiled the theme of the 2012 campaign. Jean-Marc Fournier, Minister of Justice, who is Minister Responsible for the fight against homophobia, was the honorary chairman of the Gala. The campaign will culminate on May 17 with the *International Day Against Homophobia: Sexual diversity in the workplace, it pays!*

Laurent McCutcheon, President of the Fondation Émergence reports, "*The event, which brought together our communities' major economic players and their partners, was a unique opportunity to launch the idea that the presence of gays and lesbians in work environments is an asset for companies and investing in the sexual diversity is profitable.*"

The campaign aims to raise employer awareness of this fact and encourage them to take steps to provide a work environment free of homophobia.

Happy workers are more productive, have less absenteeism, and are more likely to be committed to their workplace.

"*When companies are trying to find skilled and committed workers, it is an economic and social mistake to ignore gays and lesbians who comprise ten percent of the population and are present in all workplace environments,*" according to the Fondation Émergence President.

The 2012 campaign is also a call to businesses located in the regions. "If companies know how to create an environment free of homophobia, they will retain their workforce and slow the exodus of gays and lesbians to larger centers," said Mr. McCutcheon.

The Fondation Émergence, having unveiled the campaign theme, will now launch the visual elements necessary for its dissemination over the next several weeks. The *Gay Chamber of Commerce of Quebec* and the *Pride at Work Canada* organization have simultaneously announced their commitment to participate in the campaign.

Remember that the Fondation Émergence is a non-profit organization whose mission is to fight prejudice and homophobia. It initiated the International Day Against Homophobia and the "Pour que vieillir soit gai" and "Aimer son enfant tel qu'il est" programs. The Fondation Émergence is a partner of Gai Écoute.

www.fondationemergence.org

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