

# Kéroul

Tourisme et culture pour  
personnes à capacité  
physique restreinte



Kéroul, récipiendaire  
du Prix Ulysse décerné par  
l'Organisation mondiale du tourisme



## PRESS RELEASE For immediate release

### **Kéroul wins the 2012 *À part entière* prize for Québec**

**Montreal, June 5, 2012** – The Office des personnes handicapées du Québec (OPHQ) has named Kéroul the winner of its *À part entière* prize for Québec. The award recognizes outstanding achievements in promoting the inclusion of persons with disabilities in society and will be handed out as part of the Semaine québécoise des personnes handicapées (Québec's week for persons with disabilities).

"We are deeply moved to receive this honour," states Kéroul's founder, President and CEO André Leclerc. "This prize recognizes the tireless efforts Kéroul's many partners involved in improving accessibility in the tourism, culture and transportation sectors. I would like to give special thanks to the members of the Board of Directors and the Advisory Committee, as well as all regular staff members, especially Lyne Ménard and Michèle Côté, who have dedicated 28 years and 16 years to Kéroul, respectively."

The 2012 *À part entière* prize for Québec highlights Kéroul's hard work and countless realizations since its founding in 1979. Notable achievements include *The Accessible Road*, the *Welcoming Ways* training program, the accessibility consulting and certification services, the periodic meetings with 18 government departments, special collaborations with Québec's ministries of culture, transportation and tourism—the latter having made Kéroul its key consultant in matters of accessibility for the last 25 years, numerous partnerships with businesses and associations, and the yearly presentation of the *Mention Kéroul* award to a deserving business.

Kéroul's work has even gained international acclaim: In 2011, *The Accessible Road* took home the prestigious World Tourism Organization (UNWTO) Ulysses Award, and Kéroul is currently working alongside a number of prominent organizations to prepare the first-ever *DESTINATIONS FOR ALL* World Summit, to be held in Montréal in 2014.



Awarded every two years, the À part entière prize supports the policy adopted by the Québec government in 2009 (*À part entière : pour un véritable exercice du droit à l'égalité*) in view of bolstering the social integration of persons with disabilities and turning Québec into a more inclusive, supportive and equitable society, over a ten-year period.

A non-profit organization, Kéroul works in conjunction with the public and private sectors, its mission being to carve out Québec's place as an accessible destination and make tourism and cultural infrastructures more accessible to people with limited physical ability, who account for more than 15% of the population.

– 30 –

#### **Sources:**

Lyne Ménard, Assistant Director, 514 252-3104, [Imenard@keroul.qc.ca](mailto:Imenard@keroul.qc.ca)

**References:** [www.keroul.qc.ca](http://www.keroul.qc.ca) [www.larouteaccessible.com](http://www.larouteaccessible.com)