

For immediate release

CPF Ontario applauds appointment of Glenn O’Farrell to a second term at TFO

Mississauga, September 30, 2015 – Canadian Parents for French (Ontario) applauds the Board of Directors of the Groupe Média TFO on their appointment of Glenn O’Farrell to a second term as President and CEO.

We appreciate Glenn O’Farrell’s leadership, vision and direction which has enabled a 40 percent increase in the number of teachers with a TFO Éducation platform membership (March 2015 vs. March 2014), a success due in part to its educational content offered to the Ontario English school boards (French-as-a-second-language market).

“CPF Ontario encourages participation in authentic community-based Francophone initiatives and TFO is playing a vital role in bringing French to life for students who are learning French as a second or third language” expressed Mary Cruden, President of Canadian Parents for French (Ontario).

TFO has experienced a 420 percent increase in TV viewership rates for the Mini TFO niche, targeted at children between the years 2012 and 2014 (sources: Numéris – from 1st quarter 2012 to 4th quarter 2014), in addition to a large boost in its YouTube and social media outlet audiences.

About Canadian Parents for French (Ontario):

As the Ontario branch of a national network of volunteers who value French as an integral part of Canada, CPF Ontario is dedicated to creating and promoting opportunities for youth in Canada to learn and use French.

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