



Talking.
Advocating.
Living in
Québec.

QCGN is now TALQ!

New name celebrates 30 years of advocacy, community service

FOR IMMEDIATE RELEASE

MONTREAL, June 4, 2025 – Welcome to the conversation!

The Quebec Community Groups Network, celebrating its 30th anniversary this year, is now officially TALQ, a new name with a new look to better fulfil its mission as stewards of the English voice in Quebec.

“In our advocacy, in helping to build a more vibrant English-speaking community, in helping individuals navigate government services, TALQ will continue to serve our community while broadening our appeal,” TALQ President Eva Ludvig said. “Throughout our lengthy process of reflection that led to this moment, we looked for ways to strengthen the QCGN. Our goal was to solidify our brand and, more important, the community’s understanding of the work we do.

“A key takeaway was a desire to dispel the ‘us-vs.-them’ perception once and for all. We celebrate the vibrancy of the English-speaking community in a proudly French Quebec. We are citizens and neighbours, enthusiastically integrated into the fabric of Quebec society.”

In examining our organization as it turned 30, we recognized that “Quebec Community Groups Network” could be a mouthful for anyone not directly involved with language advocacy. QCGN had served its purpose well, but it risked being a hindrance when reaching out to an even broader audience.

We now needed a name and branding that would help us move forward – within the community, across the two solitudes and in Quebec City and Ottawa. TALQ is English in origin, anchored in Quebec, and proud of its bilingual spirit. It is not an acronym; it is a simple, powerful word that we have made our own (and made Québécois) by deliberately adding a “Q.”

“TALQ reflects our commitment to fostering open dialogue, amplifying diverse voices, and uniting communities across Quebec,” Ludvig said. “Talking is as much about being heard as it is about listening. We want to expand a movement that people want to be a part of, one that is positive and inclusive – a conversation everyone is welcome to join.”

“Working with a mostly French creative team to ensure we embraced both English and French audiences, we developed a design that is purposefully conversational, founded on being proud, welcoming, capable and optimistic,” said Sylvia Martin-Laforge, TALQ’s Director General. “It is rooted in the power of voice, the necessity of listening and the acceptance that *nous sommes aussi des Québécois*.”

While our dominant colours are now blue and white, we have adopted, as can be seen on our new website, talq.ca, a diverse and dynamic palette to suggest the range of diversity within our community and, indeed, Quebec’s population. “Every shade we use is intentional, expressing our optimism, our inclusivity and our commitment to fostering open and meaningful dialogue,” Martin-Laforge said.

“We’re very excited to celebrate QCGN’s 30 years as we introduce our new brand and branding,” Ludvig said. “TALQ will carry on our steadfast commitment to the English-speaking community for the next 30 years, but with a fresh name, a more powerful voice and endless opportunities. Welcome to the conversation.”

TALQ (www.talq.ca) is a not-for-profit organization bringing together English-language community organizations and individuals across Quebec. Its mission is to identify, explore, and address strategic issues affecting the development and vitality of English-speaking Quebec and to encourage dialogue and collaboration.

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