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Ministère fédéral
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Press Release

Launch of the App *German Traces in Canada* Available starting October 2, 2017

Montreal, September 28, 2017

The Goethe-Institut is proud to announce the launch of the app *German Traces in Canada*, which will allow the user to discover Canada from a different perspective. This multimedia app is free and usable on Smartphones and tablets. It also works offline once it is installed.

German immigrants and their descendants have often played an important role in the development of this country. The influence can be seen in the names of cities and villages, in architecture, in the fields of economy and politics, as well as in the arts. For example, the name of the province of New Brunswick is of German origin, the small harbour town of Lunenburg in Nova Scotia was the first German colony in Canada, and the tradition of the Christmas tree in North America began in Sorel. German architect Mies van der Rohe also left a unique trace in Montreal.

Discover Canada from another angle and follow 58 traces on this multimedia path. Explore the given sites or do a virtual tour that will lead you to the past, on the traces of the first European immigrants, and on the fresh traces of modern times.

To download, simply search for "German Traces" in the iTunes Store or Google Play or go to the following address: goethe.de/canada/germantraces.

On the occasion of the app launch, the Goethe-Institut will organize in October a Facebook contest in which participants can win bags with the design of the app.

Goethe-Institut Montreal

As the cultural institute of the Federal Republic of Germany, the Goethe-Institut has

been present in Montreal for over 50 years and is dedicated to the promotion of the German language, culture as well as exchange between Canada and Germany.

The app *German Traces* in Canada was developed as part of “Germany@Canada 2017 - Partners from Immigration to Innovation”, a special cultural program presented by the Goethe-Institut and the German Embassy highlighting the German-Canadian friendship in honour of Canada's sesquicentennial year.

goethe.de/montreal

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Contact: Mélanie Mingotaud
514 582 5272