

FROM FEBRUARY 16 TO 20, 2026



#JPS2026

INVITATION TO BECOME AMBASSADORS FOR HSD 2026

Hooked on School Days (HSD) is an annual awareness and mobilization event highlighting the importance of supporting young people and encouraging them in their efforts toward educational success. The 2026 edition of HSD, powered by the RQRE and its 18 member organizations across Québec up to Nunavik, will take place from February 16 to 20, 2026.

RRM wish to mobilize public figures to share a personal testimony related to perseverance. These inspiring messages will help highlight a realistic vision of success and accomplishments—achievements that are built on effort, but also on setbacks, adjustments, and resilience.

2026 Theme:

Under the theme “Perseverance will take you far”, the campaign will shine a light on the efforts and attempts that lead to meaningful achievements. Success is not instantaneous, and behind every accomplishment lie hours, months, and years of effort.

Objectives :

- Inspire students with authentic stories, as well as parents, extended family, and the adults who play a role in supporting young people in their educational journey
- Promote school perseverance through influential and well-loved public figures
- Create inspiring content to be widely shared

Content :

The ambassador agrees to produce:

- A video or post explaining what perseverance means to them
- Video/reel format, or a static visual (e.g., photo) accompanied by a caption

We suggest that the ambassador post the video or message on their own social media platforms.

We also recommend including in the video or caption:

“As part of Hooked on School Days, I’d like to share...”

RRM may repost the content on their social media, newsletter, and website, always crediting the ambassador.

Tags / Mentions:

The publication must tag:

Instagram: @reseau_reussite_montreal

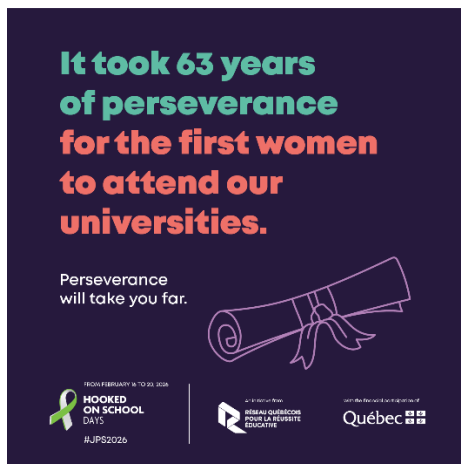
Facebook: @reseaureussitemontreal

LinkedIn: @reseaureussitemontreal

To guide ambassadors, here is a list of suggested questions:

- What does perseverance mean to you in your personal or professional journey?
- Can you share a specific moment when you had to persevere to overcome a challenge?
- Have you ever experienced failure? What helped you keep moving forward and stay motivated, or what did you learn from it?
- What advice would you give to a young person struggling to believe in themselves or in their abilities?
- What roles have adults (parents, teachers, mentors, employers) played in your own experience with perseverance?
- Do you have a mantra or an inspiring phrase that helps you stay focused in difficult times?
- If you could share only one message to encourage young people to persevere, what would it be?

2026 Posters



**It took 20 years
of perseverance
for a hip-hop
artist to earn
a music award.**

Perseverance
will take you far.



**It took over
20 years to make
these blocks
fit together
perfectly.**

Perseverance
will take you far.



**It took 142 years
of ups and downs
to develop the
modern bicycle.**

Perseverance
will take you far.

