



HOOKED ON SCHOOL DAYS

**HSD IN
ESTRIE**
FEBRUARY
16 TO 20, 2026



**Behind every
accomplishment,
there's
perseverance.**

Perseverance
will take you far.

FLAGSHIP ACTIVITIES

For
all

R3USSIR'S HSD SQUAD!

ALL WEEK

From February 16 to 20, 2026, the JPS team will meet with the "champions of perseverance" to highlight and reward the best HSD initiatives in Estrie!



For
all

PERSIVERDANT THURSDAY

FEBRUARY 19

Wear green clothes and accessories, and decorate your spaces in green, the colour of school perseverance

CONTEST

To be won: 3 x \$250 to support your educational activities or to enrich your libraries with books and educational games!



**\$250
TO BE WON**

Early childhood

School

Community

**\$1 000 to be won
at Biblairie GGC!**

Register
your activity
and have a
chance to
win!



**Register your activity on the
calendar and have a chance to
win \$1,000 at the Biblairie GGC!**

From February 16 to 20, 2026, organize a school perseverance activity with the young people in your life. Register your activities on the calendar before February 7 for a chance to win a \$1,000 gift card for Biblairie GGC!

Register your activity

R3USSIR
Education Employment Estrie



BE PART OF HSD!

As a partner, how do you get involved
in the campaign?



Become a school perseverance ambassador!



- Use the email signature and social media banners for the 2026 campaign
- Register your HSD activities on HSD website and order your free materials
- Propose to your network to organize activities with young people, and to register their activities on the calendar : **\$1000 to be won at the Biblairie GGC!**
- From February 16 to 20, wear your school perseverance ribbon with pride



Take part in the flagship activities and share the news with your community!



- Register and take part in the flagship activities in Estrie
- Promote the flagship activities with your community :
 - R3USSIR'S HSD squad!
 - GREEN Thursday Contest



Get active on social media!



- Congratulate young people and highlight their effort and perseverance by posting a short video or written post 
- Highlight the actions you take as an organization to promote school perseverance and educational success throughout the continuum
- Share the campaign and Laurent Duvernay-Tardif's videos as well as our posts on your accounts!
- Use the hashtag **#JPS2026** and tag our pages:



@R3USSIR



@r3ussirestrie



Visit the HSD website!

To learn about the campaign and the activities offered!

JourneesPerseveranceScolaire.com/Estrie

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