



**For immediate release
January 21, 2025**

Parents for Bilingual Education New Brunswick – PBENB (formerly Canadian Parents for French NB) Announces Appointment of New Executive Director

MONCTON, NB- The Board of Directors of Parents for Bilingual Education New Brunswick (PBENB) is pleased to announce Bonnie Porter has accepted the role as the new Executive Director, effective January 21, 2025.

“We are pleased to welcome Bonnie as our new Executive Director at PBENB” says Jane Keith, President of the Board. “Bonnie has a strong communications background and has a multitude of experience in maintaining partnerships with government and community organizations. We are confident she will be an asset to our organization as we continue to strengthen the opportunities provided for students to learn and use French in our province.”

Porter has over 25 years experience working in a variety of roles throughout her career in New Brunswick including over a decade spent at the Canadian Broadcasting Corporation. After her time with the CBC she spent several years working in inter-governmental affairs, advocacy, sales, communications and public relations. She has a strong passion for building lasting relationships in her various roles including philanthropic positions she has held over the years in the local community.

“Having grown up in the French Immersion Program in NB myself, I have a passion for French as a Second Language FSL and I am a strong supporter of French Immersion programs being offered to students growing up here. Being able to communicate in both languages has been a major asset and opened many doors for me throughout my career in this province,” says Bonnie Porter.

“The core mission of our organization continues to be the development, promotion and protection of French Second Language training for students in the Anglophone public school system,” says Porter. “I look forward to working with PBENB, our partners, and our stakeholders to continue to strengthen and build on the programs and opportunities being offered to students here.”

The appointment comes after a recruitment process to fill the vacancy being left by Executive Director Chris Collins who is retiring from PBENB after growing and strengthening the organization through many changes over the past two and a half years. During Chris’s time as Executive Director he fought tirelessly to ensure that PBENB would be a more agile, independent New Brunswick focused organization. On behalf of the organization he successfully advocated to preserve our French Immersion programs in New Brunswick schools which is by far the most effective tool our education system has in helping students learn French as a second language. In turn he also raised PBENB’s profile at the same time. The Board of Directors would like to thank Chris for his passion and immense dedication to the cause throughout his time with PBENB.

Parents for Bilingual Education New Brunswick (formerly Canadian Parents for French NB) is a non-profit organization committed to promoting bilingualism in New Brunswick by promoting opportunities for Anglophone students to learn and use French, as well as seeking rapprochement between linguistic communities. For more information visit nbforfrench.ca

Parents for a Bilingual Education New Brunswick | 236 St. George St., Unit 106A | Moncton, NB | E1C 1W1

P: 506.377.1597 | Fax: 506.432.6376 | E-Mail: cpfnb@cpfnb.net

-30-

Media Contact:
Bonnie Porter
Executive Director
506.377.1597
executivedirector@cpfnb.net