



CODOFIL, BBR:
Speak French,
Louisiana.
It's your birthright.

French is much more than a language - especially here in Louisiana. From our music and food to our literature and textbooks, French's cultural influence is felt throughout the state and beyond. BBR client CODOFIL, the Council for the Development of French in Louisiana, understands that continued use and application of the French language - in all its beauty and diversity - is paramount to properly portraying Louisiana's unique heritage. And we couldn't agree more.

BBR proudly produced four television spots (click to view [1](#), [2](#), [3](#) & [4](#)), which aimed to introduce Louisiana citizens to CODOFIL - the state's largest French development proponent. The commercials target and feature a cross section of those who have much to gain from CODOFIL and its role as an educational resource, networking hub and cultural information center.

If you or someone you know has taken an interest in French, odds are you've benefitted from CODOFIL. **Some of the organization's long-standing successes include:**

- Supporting and creating of French tables throughout the state
- Establishing the Alliance Française in Lafayette
- The establishment of French Immersion programs throughout the state, which teach young persons the language through French-only courses
- Providing recruitment and training opportunities for future French teachers through workshops, scholarships and other educational incentives
- Helping to create the UL Lafayette Francophone Studies doctoral program

As CODOFIL continues to underscore the importance of French culture and language in Louisiana, we encourage you to check out the spots and share them with anyone you know who shares in this cultural enthusiasm. Learn more about CODOFIL's contributions by visiting codofil.org.

For more information about BBR, visit our Web site, www.bbrcreative.com or call 337-233-1515.

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