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Alliance Française
Washington, DC
French Language and Cultural Center



Alliance Française of Washington, DC
THE FRENCH HEARTBEAT IN THE NATION'S CAPITAL

Photo: Martin Schoeller,
Courtesy of August Image, LLC
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ENDORSEMENT

“The speed of change in France is breathtaking,
led in large part by the country’s ambitious digital
agenda and distinctive innovation ecosystem.
I’m betting big on France as the world’s next big
technology powerhouse.”

Mr. John Chambers

*Chairman Emeritus, Cisco Systems
on behalf of
Alliance Française of Washington, DC
Campaign 2018*



BONJOUR AND HELLO!

Are You Investing in the Next Generation of Talent?

LANGUAGE IS THE KEY

Language Proficiency = Math Achievement¹

REGARDLESS OF ECONOMIC STATUS, Dual Language Immersion Students outperform monolingual peers in the Humanities and Math and Science, leading to greater academic and professional achievement.²

Alliance Française of Washington, DC (AFDC) Introduces
THE STOKES SCHOLARSHIP

AFDC's **Summer in French** Program
offers free French schooling to under-resourced
Dual Immersion students from the Elsie Whitlow
Stokes Community Freedom Public Charter
School (Stokes).

Stokes' founder Linda Moore was inducted into
the National Charter School Hall of Fame in
recognition of her outstanding contribution to the
charter school movement.



AFDC IS THE FRENCH HEARTBEAT IN THE NATION'S CAPITAL

WE EXCEL

3 years ago, AFDC created **Summer in French** to ACCELERATE French language acquisition in the young bilingual student: Student enrollment DOUBLED in 1 year.

WE ARE UNIQUE

AFDC is the ONLY summer school in the Mid-Atlantic region to teach French in ALL subjects during its 7-week program.

WHY SUMMER MATTERS

AFDC *reverses* Summer Learning Loss by developing EXCEPTIONAL language capabilities in children most at risk of 'Summer Slide.'

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WHY LEARN FRENCH?

A NOBEL ADVANTAGE

The elite French school, the École Normale Supérieure, admits FEWER than 250 undergraduate students per year and has produced more Nobel Prize recipients than the next four institutions *combined* (Caltech, Harvard, Swarthmore, Cambridge).³

INNOVATION

Paris is home to 4,000+ tech startups and to the Station F startup campus making France the LARGEST incubator in the world.

FINANCE

France LEADS THE WORLD in 'financial engineering' experts with 6 French institutions in the top 10 masters courses in finance.⁴

DEVELOPMENT

In 2017, French is the most IN-DEMAND language (after English) surpassing Spanish, Arabic, Portuguese, Chinese and Russian.⁵

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WE ARE FRANCOPHONE

By 2050, the estimated number of French speakers will rise from 250 million to 750 million — a 5% increase that outpaces the growth of English, Mandarin and Spanish *combined*.

By 2025, France's birth rate will make French the most widely spoken mother tongue in Europe, surpassing the German language.⁶

AFDC proudly hosts International and Francophone cultural events all year long in partnership with cultural institutions and embassies.

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ENDNOTES

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2. Tara Williams Fortune, "What the Research Says About Immersion," *Center for Advanced Research on Language Acquisition*, Regents of the University of Minnesota, University of Minnesota, 12 April 2012.
3. Tom Clynes, "Where Nobel winners get their start: Undergraduates from small, elite institutions have the best chance of winning a Nobel prize," *Nature International Weekly Journal of Science*, 07 October 2016.
4. "Masters in Finance 2016 Special Report, Business Education, Business School Rankings 2016," *FT.com, The Financial Times Ltd.*
5. "2017 Hiring Trends Report: The Jobseeker's Guide to Development Recruiting," *Devex.com/global-development-hiring-trends-report-2017*.
6. Pascal-Emmanuel Gobry, "Want To Know The Language Of The Future? The Data Suggests It Could Be... French", *Forbes Business, Forbes.com*, Mar. 21, 2014.



SPECIAL THANKS TO:

KATHRYN MARTEL

A native New Yorker from Harlem, Kathryn began her student career as a dancer at the High School of Performing Arts and the Martha Graham School of Contemporary Dance. Photographer Bettina Rheims chose Kathryn to represent Swarovski in a performing arts media campaign in partnership with Condé Nast, which Kathryn negotiated into a 10-country contract for seven years.

A recipient of the Helena Rubinstein Scholarship, Kathryn graduated Magna Cum Laude, Phi Beta Kappa from Columbia University, and enjoyed her work as a researcher for First Amendment attorney Floyd Abrams and for the late Dr. Joep Lange, a pioneer in AIDS research and prevention.

A recent transplant to Washington, DC, Kathryn lives with her husband, son, and Great Pyrenees, Sophie, and is passionate about Francophone culture and development in the 21st century.

MARTIN SCHOELLER

Martin is an award-winning photographer renowned for his portraits of world leaders, celebrities, and athletes. Notables include President Obama, Angelina Jolie, Henry Kissinger and Prince. Martin currently is producing a series of photographs of and conversations with the homeless in Los Angeles. For more on the series, find him on Instagram @martinschoeller

Martin is a contributing portrait photographer at The New Yorker and his portraits are included in the permanent collections of the National Portrait Gallery and the Smithsonian Institution in Washington, DC. He lives and works in New York City.

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<https://www.augustimage.com>



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