Date, 2020

Name of MP of political figure

Address 1

Address 2

**Re: Urgent - Your support will save jobs and allow a fast recovery for our riding**

Dear MP or political figure name,

I am writing you today as title, name of school, one of 210 members of Languages Canada, our country’s representative and accreditation body for Canadian English and French language education, in 180 study locations across Canada.

I am proud to be Canadian and congratulate the steps that the Government of Canada has taken to protect us all against COVID-19. They are needed measures. As a member of your riding since year, I am asking for your assistance in championing a financial grant from the Government.

My school relies almost 100% on students from abroad to fill our programs. In 2018, the industry attracted 150,000 international students to Canada to learn English and/or French. In my school, XX people are employed and XX students bring in $XX in export revenue each year. Our riding also benefits financially from the lodging (often with local Canadian families), tourism, restaurant, entertainment, and shopping expenses of our students. Many also bring their families to visit, injecting additional tourism dollars into our riding.

In short, it is not only the survival of name of school and all its jobs and years of investment that’s at stake but the influx of clients for other local businesses that will be so sorely needed when we emerge for this crisis. If my school and others like it are not around, there will be no international language students here.

Urgent relief is needed from the Federal Government in order to prevent the permanent closure of my school and other language schools – the majority of which are SMEs – in the coming months, and the loss of jobs for the thousands of Canadians they employ.

Language education is an important export sector for Canada **– a critical part of Canada’s $22 billion international education export sector.** The COVID-19 pandemic has essentially turned off the tap for inbound international language students to Canada. Our schools are nearly empty.

I am particularly concerned about the timing of this pandemic. Our language programs receive the majority of students in the summer months (June to August.) Recruitment for the summer intake occurs from January to May; programs are therefore not currently able to effectively market their programs to prospective international students. The timing for these crisis situations is never good, of course, but given that recruitment for the biggest intake of the year is right now, it is looking increasingly likely that I will not be able to generate a fraction of the revenue that is typical of the peak summer period.

To avert closing our operations permanently and setting back Canada’s language education sector for years, and in order to re-launch as quickly as possible after the crisis has subsided and contribute to our country’s recovery, immediate government support is needed.

Languages Canada, our sector representative, is in dialogue with the federal government ([see letter to Minister Morneau](https://www.languagescanada.ca/web/default/files/covid19/Languages%20Canada%20letter%20to%20Minister%20Morneau%20re%20COVID-19_March%2019%2C%202020.pdf)). I am asking for your support in our collaborative efforts. By contacting Minister Morneau’s office to explain the situation and declare your support for assistance to our sector, you will not only be saving jobs in our riding but ensuring the health of the riding as a whole.

Thank you for your support. l look forward to speaking with you further, at your first opportunity.

Sincerely,

E-SIGNATURE

Name  
Title