



Press Release

Nunavik Visits the Québec Winter Carnival !

Kuujuuaq, Québec, February 14, 2011 – A delegation of Nunavik tourism stakeholders visited the Québec Winter Carnival last weekend to increase their awareness of the famous winter event. The visit also served to initiate reflections on how Nunavik's tourism and cultural sectors can take full advantage of the internationally renowned Carnival.

For more than 50 years, the Québec Winter Carnival has attracted millions of tourists from around the world to Quebec City and therefore represents an ideal event to showcase Nunavik and attract visitors to the North.

The Nunavik delegation was composed of representatives of the Kativik Regional Government (KRG) including its Chairperson Maggie Emudluk, the Nunavik Tourism Association, the Federation of Cooperatives of Northern Québec, Nunavik Parks and the Puvirnituuq Snow Festival. All these representatives gathered together on Saturday afternoon at the Nunavik Information Centre to sample the delicious hors-d'œuvres prepared by the recently certified Inuit chef Johnny Kasudluak. The Nunavik delicacies pleased the palates of all in attendance.

The results of this visit to Quebec City are encouraging and, hopefully, mark the beginning of close cooperation between Nunavik and the Québec Winter Carnival.

The KRG is a non-ethnic public organization created in 1978, under the James Bay and Northern Québec Agreement. The organization has jurisdiction over nearly the entire territory of Québec in areas such as municipal matters, transportation, the environment, policing, employment, labour training, income security, childcare services, renewable resources, land-use planning, civil security and economic development. Through its Employment, Training, Income Support and Childcare Department, the KRG is dedicated to contributing to the development of a sustainable tourism industry in Nunavik.

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