



## Information Note

### OHV Prevention and Awareness Campaign Logo

**Kuujuuaq, Québec, November 7, 2011** – A new logo has been adopted by the regional prevention committee on off-highway vehicles (OHV). Designed by the firm Pirnoma Technologies Inc. of Iqviivik in cooperation with the communications firm BleuOutremer, the new logo will be the calling card of a prevention and awareness campaign scheduled to start before the end of year to promote the safe operation of snowmobiles and all-terrain vehicles. Focusing on prevention and awareness among youth, the campaign will employ different communications tools all identified by variations on the logo.

The message behind the campaign is safety and the desire to contribute to a reduction in the number of accidents and injuries resulting from the reckless operation of OHVs. The first two components of the campaign will involve the release of an information poster as well as the distribution of promotional stickers and fridge magnets to remind the region's residents that safety is everyone's business.

The regional OHV prevention committee comprises representatives from the Kativik Regional Government (KRG), the Kativik Regional Police Force, the Nunavik Regional Board of Health and Social Services and the Kativik School Board. The activities of the regional OHV prevention committee are coordinated by the KRG Legal, Socio-Judicial and Municipal Management Department.

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