



Press Release

For immediate release

International Snowmobile Safety Week

Kuujuuaq, Québec, January 19, 2015 – Nunavik’s prevention and awareness campaign for off-highway vehicle (OHV) safety, On the Right Path, wants Nunavimmiut to take note that January 17 to 25, 2015, is International Snowmobile Safety Week. OHV safety information broadcasts are planned on regional radio stations, and local health and by-law enforcement officials are being encouraged to organize local OHV safety activities. Listen and watch for what’s going on in your community. On the Right Path campaign stickers will also be available at municipal offices and schools.

A region-wide contest is inviting Nunavimmiut to submit pictures of themselves (*selfies*) wearing protective OHV gear, displaying the On the Right Path campaign logo, or with the word “Safety”. Contest submissions can be made on the campaign’s website or Facebook page. Five winners randomly picked from all eligible entries on January 29 will receive a pair of brand new snowmobile gloves.

Nunavimmiut use OHVs as daily means of transportation as well as to practice traditional harvesting activities. OHVs are the main cause of accidents and serious injuries among Nunavik youth under the age of 18. Fifty-five per cent of all OHV accidents result in head trauma and 54% in broken bones.

For more information on upcoming regional activities, safety tips and the contest being organized during International Snowmobile Safety Week, visit www.ontherightpathnunanvik.ca or the Facebook page “On the Right Path Nunavik”.

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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 north of the 55th parallel 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.