



Press Release
For immediate release

The Choose Your Head Contest: A Winning Way to Be Safe!

Kuuujuaq, Québec, February 17, 2014 – The Kativik Regional Government (KRG) is proud to launch the Choose Your Head Contest which will take place from February 17 to March 14 as part of the Prevention and Awareness Campaign for Off-Highway Vehicle (OHV) Safety in Nunavik.

Nunavimmiut between the ages of 14 and 20 can enter the contest on the website www.ontherightpathnunavik.ca. For a chance to win a snowmobile or ATV helmet, participants need only check the correct answer to the quiz question and provide their personal contact information.

The Choose Your Head Contest promotes the use of helmets when operating OHVs and is a great way for Nunavimmiut to learn about safety tips and other OHV-related information. Winners will be drawn on March 27. Thanks to our sponsors: Contant (Montreal), Newviq'vi and Tullik (Kuuujuaq), the Northern stores and First Air, more than 100 helmets are available to be won through the contest.

Steered by the KRG, the Prevention and Awareness Campaign for OHV Safety in Nunavik is a regional effort that also closely involves the Kativik Regional Police Force, the Nunavik Regional Board of Health and Social Services, and the Kativik School Board.

The campaign is also continuing to actively seek other Nunavik partners willing to lend support and expertise. The tools fostered under the campaign aim to involve Nunavimmiut and especially youth in its design and delivery. Choose the right path, drive safely!

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Contact:

Jean-Philippe Dubois
Communications Officer
Kativik Regional Government
media@krq.ca; www.krq.ca

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.