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Société Makivik
Makivik Corporation



Press Release

For immediate release

Nunavik Cost-of-Living Reduction Measures:

Gasoline Program and Beneficiary Discount Card

Kuujuuaq, Québec, September 10, 2014 – The Kativik Regional Government (KRG) and the Makivik Corporation made an important announcement today concerning the Gasoline Program. Starting October 1, the Program will only apply to beneficiaries of the *James Bay and Northern Québec Agreement* (JBNQA), who will be required to present a new Beneficiary Discount Card when making their gasoline purchases.

Beneficiary Discount Cards for Nunavik Cost-of-Living Reduction Measures have been issued to all JBNQA beneficiaries aged 16 and older and will be available for pick-up beginning the last week of September at the local cooperative store in every community. The cards enable local gasoline distributors to apply a 40¢ per litre discount on gasoline purchases for personal use. To take advantage of the subsidy, JBNQA beneficiaries will have to present their discount card at the time of each gasoline purchase.

“At Parnasimautik workshops organized in the communities last year, we listened to the concerns of participants about the high cost of living. This discount card will in particular provide concrete help to wildlife harvesters and their families to get out on the land,” explained Makivik President Jobie Tukkiapik. “The measure will make it easier for us to practice our traditional way of life.”

“The Gasoline Program is an effective way to mitigate the high cost of gas across the region and allow families to direct savings to other essential household expenses,” added KRG Chairperson Maggie Emudluk.

Until the end of September, the price paid by Nunavimmiut at gasoline pumps in the region will be maintained at the same level. The Gasoline Program is one of six regional cost-of-living measures implemented since 2007. The other measures are the Food and Other Essentials Program, the Airfare Reduction Program, the Household Appliance and Harvesting Equipment Program, the Country Food Community Support Program, and the Elders Assistance Program. The criteria applicable to all the measures are subject to modification or cancellation at any time. Over the years, all the measures have grown in popularity among Nunavimmiut.

For more information on the Gasoline Program as well as the new Beneficiary Discount Card, visit <http://www.krg.ca/en/cost-of-living-program>. Laina Grey at the Makivik Corporation may be contacted specifically regarding beneficiary discount cards (eligibility, and lost or stolen cards) at lagrey@makivik.org or 1-800-361-7052.

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Information:

Angela Petru
Communications Coordinator
Kativik Regional Government
Tel. 819-964-2961, ext. 2317
media@krg.ca
www.krg.ca

William Tagoona
Senior Communications Officer
Makivik Corporation
Tel. 819-964-2925
wtagoona@makivik.org
www.makivik.org

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.

Makivik is the development corporation mandated to manage the heritage funds of the Inuit of Nunavik provided for under the James Bay and Northern Québec Agreement. Makivik's role includes the administration and investment of these funds and the promotion of economic growth by providing assistance for the creation of Inuit-operated businesses in Nunavik. Makivik promotes the preservation of Inuit culture and language as well as the health, welfare, relief of poverty, and education of Inuit in the communities.