



Press Release

For immediate release

Join ESUMA in Celebrating School Perseverance Week!

Kuujuuaq, Québec, February 17, 2015 – Parents, take action! Students, create your future! Community, get involved! The Kativik Regional Government (KRG) and the ESUMA Nunavik Table on School Perseverance invite all Nunavimmiut to take part in School Perseverance Week. Activities are being organized across Québec from February 16 to 20.

To mark this event, visit www.esuma.ca and send an electronic postcard to friends and family, encouraging them to persevere. It is a great way to show your support, and tell someone that you are proud of all their hard work and that their success matters. “We want to encourage young people to stay in school, take pride in what they can achieve, and see what they can become. Words of encouragement are always uplifting, and perseverance is a joint effort,” explained Julie-Ann Berthe, a member of the ESUMA Nunavik Table on School Perseverance.

In addition, ESUMA, Inuit Tapiriit Kanatami and the community of Inukjuak are celebrating today the launch of the *Inuit Rites of Passage Parent-Teacher Toolkit*. Aiming to increase students’ attendance at school through parent involvement while keeping Inuit culture alive, the Toolkit proposes a variety of projects related to the Inuit way of life, such as Inuit legends, clothing and games. Elders and community members are also encouraged to be more active in school life. By making the Toolkit an integral part of each student’s school education, this project will serve as a stepping stone towards improved communication between school and community.

ESUMA has so far provided funding for a total of 14 school perseverance projects across Nunavik, some of which are to be launched during School Perseverance Week. “It is truly inspiring to see that we, as a community, can help have a positive impact on today’s youth. Together we can make a difference. Let’s show them we care,” concluded KRG Chairperson Maggie Emudluk.

Send an electronic postcard and learn about school perseverance projects in your community today at www.esuma.ca!

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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.

ESUMA is spearheaded by the KRG through its Sustainable Employment Department. This initiative is funded by the Ministère de l'Emploi et de la Solidarité sociale (employment and social solidarity) with a view to support actions that fight poverty and social exclusion. Education has been identified in Nunavik as key to reducing long-term poverty.

Created in 2013, the Nunavik Table on School Perseverance is inspired by a movement initiated throughout Quebec for the last 20 years and regroups members of the KRG, Makivik Corporation, the Nunavik Regional Board of Health and Social Services (NRBHSS), the Kativik School Board (KSB), the Federation des Cooperatives du Nouveau-Quebec (FCNQ), Saturviit Inuit Women's Association of Nunavik, Taqramiut Nipingat Inc, (TNI) as well as Glencore Raglan, Association des Employés du Nord-Québécois (AENQ) and Canadian Royalties Inc.