



PRESS RELEASE

Tourism Award for Parc national Kuururjuaq

Kangiqsualujjuaq, Québec, May 22, 2013 – The permanent exhibit at Parc national Kuururjuaq was recently awarded a bronze medal by Tourism Québec for its design in the category of *Tourism Attractions: fewer than 25,000 visitors*.

Located in the community of Kangiqsualujjuaq, the exhibit entitled *A Millennium Travel Route* serves as a showcase for the park and Inuit heritage, preparing visitors to travel the Koroc River and discover the natural and cultural heritage of the area. The exhibit highlights the history of the region, from the formation of the Torngat Mountains to the Inuit of today, and is the result of a successful collaboration between the Kativik Regional Government (KRG) and the Asimauttaq Cultural Committee. Displays include artefacts, as well as crafts and works of art by community members. As well, the interpretation centre that houses the exhibit has become a gathering place for members of the community.

The centrepiece of the 4,461-km² Parc national Kuururjuaq is the Koroc River valley, a traditional route from Ungava Bay to Labrador. The rich history associated with the area, the river, the boreal forest and the mountains (including Mont D'Iberville, the highest peak in Québec) are among the elements that make this park such an exciting destination. The park was created by the Québec government in May 2009 with the support of Kangiqsualujjuamiut, the Makivik Corporation and the KRG. For more information on the park, visit: www.nunavikparks.ca.

Tourisme Québec's annual awards event showcases the efforts and vitality of the province's tourism industry. It helps disseminate information about the quality of tourism products and recognizes the contribution of those involved in the industry to making Québec a prime tourist destination.

The Kativik Regional Government 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. Through its Renewable Resources, Environment, Lands and Parks Department, the KRG is responsible for the operation and management of Parc national Kuururjuaq.

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