



**Press Release**

***For immediate release***

**ESUMA: Change their world. Change yours.  
This changes everything!**

**Kuuujuaq, Québec, May 5, 2014** – Parents, take action! Students, create your future! Community, get involved! It is with these words that the Kativik Regional Government (KRG) and the Nunavik Table on School Perseverance officially launched ESUMA: a new and exciting *movement* calling all Nunavimmiut to mobilize for the success of Nunavik's youth.

'Think about what difference you can make, explains Mary Aitchison, volunteer for the Nunavik Table on School Perseverance. It doesn't have to be big, but it has to be positive. Help your children understand that you are there for them, no matter what happens. The seeds for success are planted at home. It is in every parent's power to help their child persevere by providing every day support.'

'Creating our future requires everyday commitment, do we believe in ourselves?', asks Olivia Ikey, Coordinator for the KRG Youth Employment Services (YES) program and member of the Nunavik Table on School Perseverance member. I think that if I persevere despite the challenge and I always keep my eyes fixed on the ultimate goal, then not only success will come but my experience might help others succeed as well.'

'I believe that being involved also means sharing your knowledge. We might all have different ideas and dreams but we cannot realise them alone and if our youth fails, we fail. Giving young Nunavimmiut the opportunity to grow through learning is our collective responsibility', concluded Maggie Emudluk, Chairperson of the KRG.

Challenge the statistics. The ESUMA *movement* means that students, teachers, parents, elders, community members, organisations and businesses need to take concrete steps towards a positive change. In April, a call for projects was launched in all communities across Nunavik, for activities that are conducive to school perseverance, support for students, parents and children, as well as for community actions. Local partnerships between individuals and organizations in particular are strongly encouraged.

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-Québec (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.

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.

Visit us on [www.esuma.ca](http://www.esuma.ca) and join the *Movement!*

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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.*