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Société Makivik
Makivik Corporation



Press Release

For immediate release

Nunavik Cost-of-Living Reduction Measures

Addition to the Food and other essential Program

Kuujuaq, Québec, July 1, 2015 – The Kativik Regional Government (KRG) and the Makivik Corporation today added camping fuel and snowmobile oil to the list of items covered under the Food and Other Essentials Program, one of the six Nunavik Cost-of-Living Reduction Measures. A 30% discount will be applied to these new items.

The Food and Other Essentials Program ensures lower prices for consumers on over 1500 commonly purchased food, personal care, household, clothing and footwear products, as well as certain camping supplies in Nunavik stores with discounts of between 20 and 40%. Participating stores are cooperative stores and Northern Stores in every community, plus Newviq'vi in Kuujuaq.

Nunavik Cost-of-Living Reduction Measures are intended to promote healthy lifestyles and take into account Inuit traditions and culture. The funding for the measures is provided by the Québec government pursuant to the *Agreement on the Financing of Measures to Reduce the Cost of Living in Nunavik* signed with the Makivik Corporation and the KRG in December 2013 and in effect until March 31, 2017. Under the agreement, Québec has committed to pay \$33 million for the measures over three years.

Also under the agreement, an in-depth study of the consumer patterns of Nunavimmiut is being conducted by Université Laval with a view to developing a comparative cost of living index. Data for the study has been collected since the beginning of this year in Kuujuaq, Tasiujaq, Salluit, Kangiqsualujuaq, Puvirnituq and Umiujaq. The study results are expected to be ready for release in 2016 and will be used to define effective and long-lasting solutions to the cost of living in Nunavik.

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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.

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.