



PRESS RELEASE

KRG Participation at International Tourism Event a Success

Kuujuuaq, Québec – October 30, 2009 – Earlier this month, the Kativik Regional Government (KRG) was a sponsor at the Adventure Travel World Summit. The annual, international Summit was hosted this year by Aventure Écotourisme Québec and Tourisme Québec in Charlevoix, with close to 600 tourism industry stakeholders from 48 countries in attendance.

Nunavik was represented at the event by a cultural contingent that included Louisa Whiteley-Tukkiapik, Clara Aupalu and Nancy Palliser, as well as elders Sarah Annanack from Kangiqsualujuaq and Elisapee Inukpuk from Inukjuak. The Avataq Cultural Institute and local cultural committees also provided important support.

At the Summit's opening gala dinner, KRG Chairperson Maggie Emudluk was warmly welcomed and spoke about Nunavik's emerging community-based tourism initiatives. Akinisie Sivuaraapik and Sara Siriusila followed up Ms. Emudluk's speech with an exhilarating performance of traditional Inuit throat-singing. A delegation of close to 40 Nunavimmiut was also present at the dinner.

It should finally be noted that, on the third day of the Summit, Aventure Écotourisme Québec presented the KRG with its Associate Member of the Year award. The award recognized the KRG's efforts to incorporate quality certifications and standards into all tourism-related training being sponsored by the organization for Nunavimmiut. Almost 80% of the winners at the awards ceremony are currently partnering with Nunavik in tourism training and product development initiatives. These other winners included Sirius Wilderness Medicine, Karavaniers du Monde, ABV Kayak, Vallée Bras-du-Nord, Mer et Monde écotours, and ENF Canada.

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. The KRG administers public affairs in the areas of municipal matters, transportation, the environment, policing, employment, labour training, income security, childcare services, renewable resources, land-use management, civil security and economic development. Through its Employment, Training, Income Support and Childcare Department, the KRG is dedicated to coordinating the development of a sustainable tourism industry in Nunavik.

-30-

For more information:
Robert Mackey
Senior Communications Officer
Kativik Regional Government
819-964-2961, ext. 2238 / rmackey@krg.ca