



PRESS RELEASE

Social Circus Program Comes to Nunavik

Kuujuuaq, Québec – February 11, 2010 – Between January 11 and February 26, the Kativik Regional Government (KRG) is carrying out the second phase of its social circus program. Week-long activities are planned in every community, from Kuujuarapik to Kangiqsualujuaq.

The KRG social circus program is being implemented in close collaboration with *Cirque du Soleil*[®]. It is a five-year project to encourage youth to make positive lifestyle choices, putting to use circus arts to reach out to youth. By fostering self-esteem, a sense of belonging, artistic and creative expression, not to mention perseverance and discipline, the KRG program aims to promote education and employment, reduce alcohol and drug abuse, and discourage violence.

Inspired by *Cirque du Soleil's* outreach program, *Cirque du Monde*, the KRG program was launched in the fall of 2009 in consultation with the Kativik School Board and the Makivik Corporation. The KRG social circus program is inclusive, targeting all youth: students as well as young people who are no longer attending school. Encompassing different forms of performance and visual arts (juggling, acrobatics, dance, music, clowning and set design, among others), the program appeals to a wide range of interests and encourages youth to incorporate elements of their own culture.

Cirque du Soleil has played an advisory role establishing the guidelines of the KRG program and is responsible for identifying as well as training circus instructors. The program is being funded in large part through the Ungaluk Program for safer communities under the *Partnership Agreement on Economic and Community Development in Nunavik* (Sanarrutik Agreement).

The Cirque du Monde program was developed by Cirque du Soleil to foster the personal and social development of youth at risk. The program is currently being applied in more than 86 communities around the world in partnership with organizations that are recognized for the quality of their work with young people.

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 Recreation Department, the KRG is dedicated to promoting healthy and active living among Nunavimmiut, as well as meaningful sports and recreation opportunities.

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