

THE SAY NO TO VANDALISM CAMPAIGN: BEGIN BY REDUCING VIOLENCE AND BULLYING

Dance workshops, training sessions, Inuktitut lessons, colouring and graffiti on paper or canvas, waste paper collection drives, or simple walks outside; all are good reasons to bring kids together and have spontaneous talks about their concerns. Over the past three months, streetworkers and hip-hop dancers Zig, Dr. Step and Shatterstar visited four Nunavik communities (Puvirnituq, Inukjuak, Salluit and Kangirsuk) to improve the quality of living environments, fight violence and bullying and ultimately reduce vandalism through activities and workshops whose design called on their creativity. **"One thing is sure, the names Zig, Dr. Step and ShatterStar have not stopped making the rounds in the communities because there will be more sessions in Fall 2014,"** noted Mr. Fournier.

PROUD PARTNER OF THE "PERFORMANCE ARTS" PROGRAM

This year, the KMHB wanted to use the Pivallianiq Program to encourage the region's initiatives to support academic perseverance and the commitment of Nunavik youth. Consequently, the organization was happy to serve as a partner to YOUTH FUSION's "Performance Arts". Having designed the SAY NO TO VANDALISM campaign, the KMHB believes in the importance of creating enjoyable, fun and diversified opportunities for young Nunavimmiut in music, sport and culture. **"The KMHB is proud to be associated with the kind of event that allows young people to discover their talents and actualize themselves... and Nunavik is bursting with young talent,"** concluded Mr. Fournier.

ABOUT THE PIVALLIANIQ PROGRAM

The Kativik Municipal Housing Bureau established the Pivallianiq Program in February 2012. It is a vast undertaking financed by the *Société d'habitation du Québec* that covers all Nunavik communities. Pivallianiq, an Inuktitut word meaning "change for the better", is a program of awareness, education and action that aims to beautify Nunavik homes and living environments through sustained efforts in maintenance and by battling vandalism. For more information, visit www.pivallianiq.com

—30—

For information: Marie-Hélène Caron
NATIONAL Public Relations
mhcaron@national.ca