



## PRESS RELEASE

For immediate distribution

2<sup>nd</sup> Annual Pivallianiq-KMHB Housing Day

### NEARLY 500 FAMILIES HAVE BEEN CERTIFIED UNDER THE PIVALLIANIQ PROGRAM

**Kuujuaq, June 5, 2013** – Today, Nunavimmiuts throughout Nunavik’s communities participated in a various festivities on Pivallianiq-KMHB Housing Day. They celebrated their adoption of sound home maintenance habits, the improvement of their neighbourhoods and quality of life, and the beautification of their communities. A relaxed, festive atmosphere reigned at the press briefing held at Kuujuaq’s Kattitavik Town Hall to mark the occasion. Distinguished guests included Kuujuaq Mayor Tunu Napartuk; KMHB Vice Chairman of the Board George Berthe; *Société d’habitation du Québec* (SHQ) Vice President of Housing Development Jean-François Arteau; member of the Kativik Regional Government (KRG) Council and Executive Committee, Jennifer Watking-Munick. The KMHB organized Pivallianiq-KMHB Housing Day to reward a large number of families through the annual draw for prestigious prizes. The event ended with a festive outdoor dinner.

Seven Pivallianiq Maintenance Team Agents travelled across Nunavik and have done almost 1000 visits over the past 16 months. They introduced them to Pivallianiq, convinced them to join this maintenance and beautification program, inspected their homes and awarded them Pivallianiq certification. “We are proud to announce that 465 families have earned Pivallianiq certification, 86 of them for the second year. The results surpass our initial participation goals, a powerful testament to the program’s strength and appeal. The program is showing signs of becoming a veritable social movement”, emphasized Mary Nassaq, Pivallianiq spokeswoman and Mayor of Kangirsuk.

“The *Société d’habitation du Québec* has played a fundamental role for over three decades in Nunavik by offering families homes that befit their needs, including financial ones, and by funding initiatives like the Pivallianiq Program. On behalf of the KMHB, I wish to thank the SHQ and its representative Jean-François Arteau for their financial support and deep commitment to improving Inuit communities”, added KMHB Vice Chairman of the Board George Berthe in his speech.

“Our actions have clearly improved housing conditions for all Inuit communities and generated significant social benefits. That is why the SHQ is proud to contribute to the Pivallianiq Program. This popular project relies on the commitment of households and inspires them to acquire a sense of pride and responsibility for their homes. The initiative undertaken by the SHQ and its partners also aims at getting families to take ownership of their homes – both figuratively and



literally. That is why this program has been launched: to create access to property and a firm heritage for future Inuit generations”, declared John MacKay.

Following the overwhelming success in recent years and considerable improvements in the living environments of Inuit tenants, the Pivallianiq Program will continue its efforts to educate and raise awareness over the next three years in all 14 of Nunavik’s communities.

### 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.

### ABOUT THE SHQ

The SHQ’s mission is to facilitate citizens’ access to proper housing conditions. In addition to contributing, alongside its various partners, to the construction and renovation of more than 2600 homes in Nunavik’s 14 northern villages, the SHQ is mandated with drafting, implementing and promoting programs that improve the quality of life throughout Québec and raising tenant awareness on the importance of living in a clean, orderly environment conducive to good, healthy living.

–30–

**For information:** Marie-Hélène Caron  
NATIONAL Public Relations  
[mhcaron@national.ca](mailto:mhcaron@national.ca)

ᐅᐅᐅᐅᐅᐅᐅ  
ᐅᐅᐅᐅ ᐅᐅᐅᐅᐅᐅᐅᐅᐅ ᐅᐅᐅ  
[lmroy@omhkativikmhb.qc.ca](mailto:lmroy@omhkativikmhb.qc.ca)