



## NEWS RELEASE

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KMHB-Pivallianiq Housing Day: a unique tradition that is growing!

## PRIDE IN HOUSING TAKES CENTER STAGE

**Salluit, September 10, 2014** –Imagine a day every year when young and old meet and celebrate housing. An original idea, perhaps? Well, since February 2012, the Kativik Municipal Housing Bureau (KMHB) has been celebrating this unique tradition with the launch of its Pivallianiq program. For the third consecutive year, the 14 communities of Nunavik today celebrated *Housing Day*, a festive gathering aimed at: promoting housing in Nunavik, developing tenant pride in housing, and contributing to the overall beautification of Nunavik living environments.

For the occasion, Salluit Mayor **Paulusie Saviadjuk**, KMHB member of the Board of Directors **Delaila Amarualik**, and Vice President of Housing Development of the Société d'habitation du Québec (SHQ) **Jean-François Arteau**, were present to express their support for the Housing Day and the Pivallianiq program.

Whether KMHB staff members or tenants, private home-owners, participants and non-participants in the Pivallianiq program, all Nunavimmiut are invited to take part in this special day which highlights the importance of housing in Nunavik. "The specific situation which we are experiencing and the fast increase in the population make housing a high priority issue in Nunavik. As a municipal organization, we not only have the duty to raise awareness to the vandalism issue and to the importance of taking care of our homes, but also to encourage those who respect both their homes and acceptable civic behaviours in their communities," said Mrs. Amarualik, Member of the KMHB Board of Directors.

### A CELEBRATION FOR EVERY COMMUNITY

Organized in cooperation with KMHB employees assigned to their respective villages, *Housing Day* is celebrated at 5 pm in all Nunavik communities.

"A real social movement has taken root in Nunavik, all due to the implementation of the Pivallianiq program in the dwellings, schools and public places. We should be proud of this initiative designed exclusively for our region and aimed at beautifying the 14 communities. I would like to assure you of our full support in the continuation of this program," stated Parliamentary Assistant to the Minister Responsible for Aboriginal Affairs and Member of the National Assembly for Ungava, Jean Boucher.

"The Société d'habitation du Québec (SHQ) is proud to participate in this popular celebration. Every year, it deploys considerable effort to help households in Nunavik, inter alia, by funding housing initiatives and by devoting a significant portion of its budget to improving the living conditions of the Nunavimmiut", added Mr. Arteau, Vice President Housing Development for the SHQ.

## **PIVALLIANIQ CONTINUES ITS MOMENTUM**

Considering that *Housing Day* fits perfectly into the mission and values of the Pivallianiq Program, KMHB wanted to take advantage of this gathering to emphasize the involvement and outstanding commitment of Nunavimmiut to the overall beautification of Nunavik communities. Over the past 14 months, the Pivallianiq Makeover Team has driven throughout Nunavik and has made more than 1,200 visits to families to present the Pivallianiq Program, convincing residents to join the maintenance and beautification program, visiting their homes and awarding them with Pivallianiq certification. "On behalf of the Pivallianiq team, we are pleased to announce that to date nearly 850 families have participated in the program, and 450 families have obtained 2014 Pivallianiq certification," said Tommy Sequaluk, Pivallianiq agent for the Kuujjuaq and Kangiqsualujjuaq communities. To adapt its tools according to tenants' real needs, the Pivallianiq program team has updated its Maintenance Guide, which will be distributed to all participants in October.

KMHB was also very enthusiastic to announce the continuation of the NANUK Tour and SAY NO TO VANDALISM Campaign. Next December, the educational animator will carry out a second tour with a improved workshop and will meet grade 5 and 6 students, as well as certain grade 3 and 4 groups from among the 14 Nunavik communities. In addition, street workers will continue their educational initiatives targeting three new communities, namely: Akulivik, Kangiqsualujjuaq and Tasiujaq, at the rate of three sessions per year, each lasting 30 days.

## **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 KMHB**

Created in 1999, at the request of the Kativik Regional Government, KMHB'S mandate is to manage and maintain in good condition the 2,800 social housing in northern villages in the Kativik region. It is one of the largest employers in Nunavik with more than 125 full-time employees, of which 75% are Inuit.

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