PRESS RELEASE
For immediate release

End of School Campaign 2023

A challenge to celebrate perseverance: ESUMA takes action on social media for End of School 2023

Nunavik, May 18nd, 2023 – Once again this year, ESUMA is organizing a regional campaign to mark the end of the school year and to celebrate school perseverance. This year, the campaign will take place on Facebook, where students, teachers, parents and the community will be invited to share proud moments, events, and activities that happened throughout the year using the hashtag #ESUMA.

Our 'end of the school year' Facebook challenge starts with the teachers, who have been invited to post highlights of their class with a photo and the hashtag on social media. From there, students, parents and community members all over Nunavik are invited to get involved and share their graduation photo or a picture that illustrates one of their proudest moments during the past school year.

"The end of a school year is a big step for every student, parent and teacher," says Hilda Snowball, Chairperson of the KRG. "We would like to take this opportunity to congratulate all the students who have persevered this past year, and a big congratulations to those who graduated! It is everyone we are celebrating today."

A theme that reflects the initiative
The theme of this year is *Perseverance brought you here! Celebrating the school year!* It reflects the fact that students succeeded because of their perseverance and the support of their parents, teachers and the community at large. Follow us on Facebook for more information about the campaign as well as pictures and videos of End of School activities.

About ESUMA
ESUMA is composed of Nunavik-based organizations committed to supporting school perseverance and educational success through the mobilization of all Nunavimmiut. Its initiatives are aimed at increasing the graduation rate and qualifications of Nunavimmiut. We organize activities to make among all Nunavik residents more aware of the importance of their contribution to educational success. ESUMA also operates a funding program dedicated to supporting projects that encourage learners to stay in school, graduate from high school, and pursue higher education.