PRESS RELEASE
For immediate release

ESUMA WANTS TO SUPPORT NUNAVIK STUDENTS AS THEY RETURN TO SCHOOL THIS FALL

NUNAVIK, August 24, 2020 – The last school year was particularly challenging due to an abrupt interruption by the COVID-19 pandemic. In this context, the gradual return to school starting August 31 will be quite atypical. Which is why, more than ever, we need to encourage and support our students to persevere in school and to get back into the habit of learning and studying.

Interactive Back to School Campaign: *"Keep the fire of perseverance burning, together, for their future."*

For the 2020-2021 academic year, our community must come together to ensure that our students continue to strive for their goals despite this new reality. As they learn to adapt to it, they will need our continued encouragement to remain motivated. Let us make ourselves available to them from the first day of the new school year and throughout. We are here to show them that together, we can surmount any obstacle.

Among other things, the Back to School Campaign will provide the public with a choice of simple encouraging actions, such as adding the new campaign frame to one's FaceBook profile, or sending a message of support via the ESUMA Facebook page. Visit us on Facebook to learn more about the different ways to display your commitment to their ongoing success.

Perseverance is everyone's business!

To parents

In these exceptional times, your presence and support are even more crucial to your kids' academic perseverance. More than ever, your kids need you to show them that when we work together, we can keep the fire of education burning for their future.

To students

Once again, it is time to face new challenges and embrace opportunities to test yourself by doing your very best. Your entire community is here to support you all along this new school year. Together, you can keep the fire of perseverance burning, for your future.

To teachers and community-members

Especially in Nunavik, the role of teachers and educators is central to a student's motivation and perseverance. Thank you for bravely remaining committed to their academic success and for accompanying them as they face the unusual challenges of the school year ahead. As a community, we must come together to keep the fire of perseverance burning, for their future.

« With the last school year ending very unexpectedly, we know that students may be eager, although a little nervous about returning to school this fall. It is within everyone's power to be a beacon of encouragement for the people around us. Small daily actions can go a long way towards showing students our support. Everyday, we must come together as a community, to keep the fire of perseverance burning for their future... »

- Lydia Watt, Sustainable Employment Director, KRG

About ESUMA

ESUMA's mission is to create a Nunavik-wide synergy and enhance actions around education for all learners to persevere towards their success. ESUMA offers educational resources as well as funding for projects that aim to support school perseverance in Nunavik.

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