



FOR IMMEDIATE RELEASE

## **“Stay Connected to Yourself” – ESUMA launches 2025 School Perseverance Days**

**Kuujuuaq, Quebec, February 07, 2025** — ESUMA is proud to launch the 11<sup>th</sup> annual School Perseverance Days, taking place from February 10<sup>th</sup> to 14<sup>th</sup>, 2025. This year’s theme – Stay Connected to Yourself – encourages youth to stay focused on their aspirations while cultivating personal well-being and perseverance in their studies. It also reminds everyone that perseverance requires staying true to oneself and one’s dreams, while surrounding oneself with support.

“Stay Connected to Yourself” calls for personal and collective reflection. School perseverance is a journey to success that touches each of us, in spirit and in body. Through this campaign, we encourage young people to see perseverance as something transformative, accompanied by the resources offered by family, schools and community.

The 2025 School Perseverance Days are marked by unity and solidarity. Throughout the week, the campaign features a variety of activities and events, including:

- Campaign launch on February 10<sup>th</sup> with an ESUMA Facebook livestream featuring a performance by Twin Flames
- Youth creating physical and virtual avatars, and participating in a collective Tetris game
- Community members being invited to visualize personal videos with the school perseverance theme. Songs and video clips – produced by students for students – will be released. The creativity of young artists and community members will be on full display.
- Window stickers, milk carton stickers, banners, and our annual Ajuinnatya! Challenge
- An email signature to allow campaign partners to participate online and show their support for students

ESUMA invites families and community members to get involved. Radio announcements are being made in all communities, and dedicated ESUMA Facebook, Instagram and YouTube pages allow Nunavimmiut to follow School Perseverance Days activities.

### About ESUMA

ESUMA is a group of Nunavik-based organizations committed to supporting school perseverance and educational success by mobilizing all Nunavimmiut to support the graduation rate of Nunavimmiut students. We organize programs and activities to raise awareness of the importance of society-wide contributions to educational success.

Quotes:

“By staying connected to our own vision and believing in our abilities, we strengthen our entire community. School perseverance is an important cause that belongs to us all. Every action, big or small, can have a profound impact on a student's journey.”

– Hilda Snowball, Chairperson

“Youth possess incredible resilience. By staying connected to their values and nurturing their passions, they can overcome any challenge. We invite every student to fully engage in their academic journey, staying true to their aspirations.”

– Lydia Watt, Director, Sustainable Employment Services

The Kativik Regional Government delivers comprehensive public services to Nunavimmiut under the James Bay and Northern Quebec Agreement (1975). KRG is governed by a 17-member Council of elected municipal representatives from 14 northern communities in Nunavik, an elected Chair and Vice-Chair, and the chief of the Naskapi First Nation of Kawawachikamach.

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Contact: Denis Abbott, APR / KRG Communications / Tel: 819-964-2961, ext. 2250 / [media@krg.ca](mailto:media@krg.ca)