



PRESS RELEASE

NUNAVIK, January 28, 2021 – Over the past year, Nunavimmiut have once again proven their strength and resilience. Parents, teachers, front-line workers and many others stood united as they faced extraordinary circumstances. More than ever, we need to encourage and support our students to continue striving for success on their learning journey. In this context, **ESUMA**, in collaboration with its partners, is proud to launch its 6th edition of **School Perseverance Days** (SPD 2021), which will take place throughout the region from **February 15 to 19, 2021**. The theme of this year's campaign is "Learning is my journey. Your support helps light my way."

School Perseverance Days is a province-wide **campaign** aimed at encouraging parents, organizations and the community to **join forces in showing their support for educational success**. Students learn by example, so let us inspire them to succeed through our actions, big or small.

For Nunavik, this yearly event will consist of a combination of fun elements to ensure the greatest impact. For example:

- ESUMA will be mailing Nunavimmiut a specially designed **decals**. The stickers will be easy to install on most smooth surfaces and can be removed safely at any time. We encourage you to take advantage of this opportunity to send our youth a clear message of support as a community by displaying them proudly.
- Every Nunavik school will receive SPD 2021 promotional items such as **temporary tattoos, masks, hats and notebooks** to distribute to staff and students depending on their age.
- Northern Villages will have access to ESUMA funds to organize a **community-oriented event to celebrate the success and perseverance of local community members**.
- ESUMA's **social media** platforms will be holding special activities, including challenges with interesting information and exciting prizes. Make sure not to miss anything by liking our Facebook page!



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. **Every year, ESUMA organizes the School Perseverance Days campaign in Nunavik with the support of the Kativik Regional Government.**

**Learning is
my journey.**

Your support helps
light my way.

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For more information, contact:

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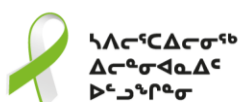
Sustainable Employment Department ບົດປຶກສາ ພາກສ່ວນ ພັດທະນາການເຮັດວຽກ ແລະ ການສຶກສາ

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School perseverance is everyone's business!



SCHOOL PERSEVERANCE DAYS

LES JOURNÉES DE LA
PERSÉVÉRANCE
SCOLAIRE



2021/02/15-19