

News Release

For Immediate Release

Government of Nunavut launches Let's Be Aware

CAMBRIDGE BAY, Nunavut (March 22, 2017) – Minister of Finance Keith Peterson launched *Let's Be Aware / Ujjiqsuqta*, a responsible use of alcohol campaign today.

"This campaign is consistent with the Government of Nunavut's commitment to help reduce the harm caused by alcohol in our communities," said Minister Peterson. "Our government pledged to promote healthy and informed choices as a way to prevent alcohol-related harm. Let's Be Aware will help Nunavut move toward the vision Nunavummiut have described – healthier and safer communities where the negative effects of alcohol are significantly reduced."

The goal of the campaign is to empower local communities through education and awareness. Moving forward, materials, resources and activities will be provided to Nunavummiut, alcohol education committees, individuals working in helping professions, and youth and young adults.

The *Let's Be Aware* team will make presentations in Iqaluit, March 27-28; Cape Dorset, March 29-30; Baker Lake, April 2-3; and Rankin Inlet, April 4-5.

For more information about *Let's Be Aware*, please visit www.ResponsibleNunavut.ca or www.ujjiqsuqta.ca. People can be part of the conversation by liking and commenting on the *Let's Be Aware* Facebook page at Facebook.com/ResponsibleNunavut.

###

Media Contact:

Denise Grandmaison Manager, Communications Department of Finance 867-975-6818 dgrandmaison@gov.nu.ca