



# News Release

For Immediate Release

## Nunavut Education Week 2013 – It Matters!

**IQUALUIT, Nunavut (April 22, 2013)** – Education Minister Eva Ariak is encouraging students, parents, families and community members to celebrate the importance of learning in Nunavut during Education Week 2013, which starts today.

“Education matters! Being in school matters; coming ready to learn matters; learning at home matters,” said Ariak. “Education and lifelong learning can help us all realize our hopes and reach our potential.”

As part of Education Week, Minister Ariak has launched a series of television ads aimed at encouraging parental involvement in their children’s learning, and promoting students to stay in school. The slogan “Parents: Motivate. Students: Participate. Together we can graduate.” looks to inspire community engagement and foster a sense of shared participation in education. These ads will start airing on northern networks over the coming weeks.

“Students, teachers, staff, parents, and District Education Authorities, you matter!” said Ariak. “Education is a partnership between all of us. Everyone has an important role in helping to guide education in our territory. Your dedication, commitment and hard work are invaluable in showing that Education matters.”

Education Week is an annual event, to acknowledge Nunavut’s unique education system and raise community awareness about the importance of education in building strong, healthy and capable Nunavummiut.

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