

substance use and the reality of our guests as they pass by our doors to attend our six weeks healing session,” reinforced Alicia.

“I really want to say, personally, thank you so very much for giving me an opportunity to experience this challenge. It made me realized I can do many things and control myself if I really set my mind and stick to it. I am thankful for the great support I received from my family, my colleagues, my friends, and my awesome sponsors. I can now proudly say, ‘Yes, I did it.’ Congratulations to all the others who joined this challenge. Nakurmiimarialuk.”—Stella Smiler, 2020 Pingngupaa participant.

Isuarsivik would like to thank everyone who was involved in the challenge as participants, sponsors, and supporters for your commitment and devotion. The organization extends its gratitude to some organizations who created teams and sponsored their employees in the Challenge, namely **EVOQ Architecture, Raglan Mine, and Kativik Municipal Housing Bureau**. Special thanks also to the **NAV Canada** team in Kuujjuaq, the **Kativik Ilisarniliriniq post-secondary students**, and **Desjardins’s** Quebec team for supporting the Challenge in their own way by donating money.

Isuarsivik is grateful for the generosity of several businesses, thanks to which we will have a draw on June 15 at 1 p.m. The goal is to honor the commitment of our sponsor and the engagement of all participants, both those who have completed the 29 days as those who have relapsed. Special thanks to:

- > Air Inuit
- > Canadian North
- > Auberge Kuujjuaq Inn
- > Kuujjuaq Coop
- > Makivik Representative, Joe Snowball
- > Kuujjuaq Pinnguatitsijiit
- > Nunavik Fur
- > Avataa
- > Nunavik Park
- > Tivi Galleries
- > Uasau Soap
- > Inuuvunga Designs
- > FCNQ
- > Arbonne, Julie Grenier
- > National Bank Financial – Wealth Management Group F. Fortier
- > Sunlife
- > Tamaani Internet
- > Kativik Municipal Housing Bureau
- > Gaston Henry Fournures

The 2020 Pingngupaa Challenge in Numbers

- 43% of participants said they were highly motivated when they signed up
- 71% of participants were aged between 26 and 49 years old
- 13 out of the 14 Nunavik communities recorded participants
- 75% of participants were women, and 25% men
- More than 65% of participants said that the three main reasons for participants to join in the challenge were to adopt a healthier lifestyle, to raise funds for the new centre, and to experience sobriety.

About the Pingngupaa Challenge

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Every year in February, participants from all over the Kativik region are challenging themselves to stop drinking alcohol for 28 days. By joining this initiative, they experience the pros of having a healthy lifestyle while supporting the Isuarsivik cause. The Pingngupaa's mission is to provide Isuarsivik with additional resources and make the Centre's services more accessible to the 14 communities of Nunavik. The funds are also used to buy equipment and accessories to support the new Centre's cultural mission.

About Isuarsivik

Founded in 1994, the Isuarsivik Regional Recovery Centre is a Kuujjuaq-based non-profit community organization that provides a culturally focused healing program to ensure that Nunavik Inuit adopt a healthy, dependence-free lifestyle. The organization is recognized as an essential solution to the region's many challenges and as an invaluable source of assistance for people with substance abuse problems. Thanks to over 25 years of experience, Isuarsivik stands out for its integrated knowledge, its competent and experienced team, and its holistic approach to assist Nunavik Inuit in their healing process.

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If you need more information or would like to schedule an interview, please contact:

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