



PRESS RELEASE

THE ISUARSIVIK REGIONAL RECOVERY CENTRE REFRESHES ITS LOOK

Kuujuuaq (June 28, 2019) – The Isuarsivik Regional Recovery Centre is pleased to unveil its renewed brand image. It features the unique signature of the original pussy willow and draws on 25 years of experience in the field of culturally-oriented recovery in Nunavik. The logo is more modern, impactful and beautifully reflects the continuous evolution of the organization over the years. This announcement kicks off the organization's transition strategy foreseeing the construction of the new Centre scheduled to open in 2021.

The refreshed logo highlights the artwork of Kuujujamiuk Alec Gordon which was selected back in 1995 following a community logo contest. In honor of the true meaning of his original art, the organization involved Mr. Gordon in the renewal process. 'The new logo is visually appealing and has kept its original meaning of renewal in one's life or transformation into wellbeing. Since the pussy willow renews every year and goes through such a metamorphosis, so does Isuarsivik by helping people recover from substance abuse and transform into healthy, confident individuals.' – Alec Gordon, creator of original logo, 1995

The pussy willow is one of the strongest plants of the arctic and survives the harshest elements of weather. 'Yet, all Nunavik communities are familiar with this plant, thus the pussy willow has a deeper meaning for our Board because it symbolizes resiliency. We like to associate the pussy willows bud to all challenges we have faced as a community organization who is now flourishing but also to the life of our precious people who want to renew and start afresh from negative vicious circle linked to substance abuse.' stated Isuarsivik President, Dave Forrest.

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'Isuarsivik represents 25 years of commitment to trauma healing and recovery from substance abuse. Our quarter century anniversary deserves to be celebrated properly, and this year 's celebration is a great opportunity to fine-tune our brand image and update our communication tools to better inform, serve and assist our people.' Isuarsivik Executive Director, Alicia Aragutak proudly stated.



Established in 1994, Isuarsivik Regional Recovery Centre is a not-for-profit community organization based in Kuujuaq offering a culturally-based healing program as a means for Inuit of Nunavik to achieve a healthy, addictions free lifestyle. The organization is recognized region-wide to respond to serious regional concerns by supporting people facing any form of substance abuse with a focus on alcohol and drugs. With 25 years of experience, Isuarsivik relies on its comprehensive knowledge, its experienced and competent team as well as its unique holistic approach to assist Inuit of Nunavik in their healing journey.

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