



News Release

Minister welcomes creation of film industry association

IQALUIT, Nunavut (March 27, 2002) - Sustainable Development Minister Olayuk Akesuk today welcomed the formation of Ajjit – The Nunavut Media Association as a significant step toward putting Nunavut on the Canadian film production map.

“I am pleased that the Government of Nunavut was able to play a major role in bringing together the key players in the growing film industry of Nunavut and the result is this positive step,” Minister Akesuk said. “Nunavut has committed funds to assist in the development and growth of this important sector of our new economy. We will work in partnership with this association and others on development of a Nunavut film strategy.”

Ajjit means pictures or images in Inuktitut and was agreed by association members as the word which best represents the different types of visual media produced in Nunavut.

President of the new Association, noted filmmaker John Houston, said that the creation of the association would enhance the spirit of cooperation and collaboration within the industry and between the industry and government.

“The benefits will be deep and far-reaching,” he added. “In the short term this will help Nunavut take part in one of Canada’s strongest growth industries. The long-term benefit is that this is the best method to share our stories with the world, allowing the culture to spread and keep itself alive.”

The Association was created to present a unified voice for those who work in film, TV and new media in Nunavut. It will also make it easier for filmmakers to gain access to various funding sources available for production and training. Membership consists of those involved in broadcasting, film, television, the Internet and other new media. All those working in the industry will be invited to join.

For more information call:

Sherry McLean
GN Communications
☎ (867) 975-6044