ᑐᓴᒐᒃᓴᖅ

ᓄᓇᕗᓕᒫᒥ ᑕᓚᕕᓴᒃᑯᑦ ᐱᔪᒥᓴᐅᑏᑦ ᑎᓕᐅᕆᕗᑦ ᑲᓇᑕᒥᐅᓂᒃ ᖃᑦᓗᓈᑦ ᓄᓇᖓᓐᓃᑦᑐᓂᒃ ᐳᓛᕆᐊᖁᔨᑦᓗᑎᒃ ᓄᓇᕗᒧᑦ

ᐃᖃᓗᐃᑦ, ᓄᓇᕗᑦ (ᒫᔾᔨ 17, 2011) – ᑕᓚᕕᓴᒃᑯᑦ ᐱᔪᒥᓴᐃᓕᒫᓕᖅᒪᑕ ᑲᓇᑕᒥ ᖃᑦᓗᓈᓃᑦᑐᓂᒃ ᓄᓇᕗᒧᑦ ᑐᙵᓱᒃᑎᑦᑎᓗᑎᒃ. ᐱᔪᒥᓴᐅᑦ ᑕᑯᒃᓴᐅᔪᖃᖅᓱᓂ ᓇᓄᙳᐊᓂᒃ, ᑲᔾᔭᖅᓇᑦᑎᐊᖅᑐᓂᒃ ᓄᓇᐃᓐᓄᖕᓂᒃ ᐊᒻᒪ ᐃᓕᖅᑯᓯᓕᕆᓂᖅᓱᒧᑦ ᐱᓕᕆᔾᔪᓯᐅᔪᓂᒃ, ᓱᖅᓗ ᖁᑦᓕᖅᒥᒃ ᐃᑯᒻᒪᖕᓂᖅ, ᑲᓇᑕᓕᒫᒥᑦ ᓴᖅᑭᔾᔨᓛᖅᒪᑦ ᑕᓚᕕᓴᒃᑯᑦ ᐅᓪᓗᑐᐃᓐᓇᖅ/ᑕᓪᓕᒻᒥᖅᒥᒃ, ᒫᔾᔨ 18, 2011.

“ᐱᔪᒥᓴᐅᓯᐅᖅᑐᖅᑲᖅᓯᒪᓕᖅᐳᖅ ᐃᓄᖕᓄᑦ ᑲᓇᑕᓕᒫᒥ ᖃᓄᐃᑦᑑᖕᒪᖔᑦ ᓄᓇᕗᒧᑦ ᐳᓛᖅᓂᖅ, ᓄᓇᑦᑎᐊᒥ ᐊᒻᒪ ᔫᑲᓐ-ᒥ,” ᐅᖃᓚᐅᖅᐳᖅ ᐲᑕ ᑕᐸᑑᓇ, ᐱᕙᓪᓕᐊᔪᓕᕆᔨᒃᑯᑦ ᐃᓄᓕᕆᔨᒃᑯᓪᓗ ᒥᓂᔅᑕᖓ. “ᐱᐅᑦᑎᐊᖅᓱᓂ ᐊᔾᔨᓕᐅᑦᑎᐊᖅᓯᒪᔪᑦ ᐅᐊᐃᓐᓈᕈᓱᖕᓇᖅᑐᑦ ᓂᐲᓪᓗ ᐅᑭᐅᖅᑕᖅᑐᒥ. *CLᑦᑕ Tamapta-d*ᑦ ᑐᕋᕆᔭᐅᓇᓱᒃᑐᕐᒥᒃ ᐱᐅᓯᒋᐊᖅᑎᑦᑎᔪᒪᓪᓗᑎᒃ ᓄᓇᕗᒃ ᐃᓕᑕᕆᔭᐅᓂᖓᓂ ᑲᓇᑕᒥ ᐊᒻᒪ ᓄᓇᕐᔪᐊᕐᒥ. ᐱᔪᒥᓴᐅᑦ ᑕᑯᒃᓴᐅᑎᑕᐅᖃᑦᑕᕐᓂᐊᖅᐳᖅ ᑏᕕᕐᔫᒥᓕᕋᖓᑕ ᑲᓇᑕᒥ ᐃᓄᒋᐊᖕᓂᖅᐹᒻᒪᕆᖕᒋᓐᓂᒃ ᓄᓇᓕᐸᐅᔭᓂᒃ.”

32-ᒋᔭᖓ ᐱᔪᒥᓴᐅᑦ ᑲᓇᑕᒥ ᑐᓴᖅᑕᐅᑎᑦᑎᕗᖅ ᑐᓴᖅᑕᐅᓐᓇᖅᑐᒃᑯᑦ ᓂᕐᔪᑎᓂᒃ ᓂᐅᕕᓗᐊᙳᐊᖅᐸᒃᑐᓄᑦ ᕙᓐᑰᕙᒥ, ᐃᐊᑦᒪᓐᑕᓐ-ᒥ, ᑳᑦᓚᕆ-ᒥ, ᑐᕋᓐᑐ-ᒥ ᐊᒻᒪ ᒨᕆᐊ-ᒥ. 700 ᐅᖓᑖᓃᓪᓗᐊᖅᑐᑦ ᑕᓚᕕᓴᒃᑯᑦ ᑕᑯᒃᓴᐅᑎᑕᐅᓛᖅᐳᑦ ᖁᙱᐊᖅᑕᐅᓂᖅᐸᖑᖅᑲᑕᐅᓲᓂᒃ ᑕᓚᕕᓴᒃᑯᑦ ᑕᑯᒃᓴᐅᑎᑕᐅᓕᖅᐸᑕ ᓱᖅᓗ ᑳᒃᓚᕆ-ᒥ ᐊᒻᒪ ᕙᓐᑰᕙᒥ ᐅᓐᓄᒃᑯᑦ ᐱᕙᓪᓕᐊᔪᑦ ᖁᙱᐊᖅᑕᐅᓕᕋᖓᑕ, ᐅᑯᐊᓗ ᑕᑯᒃᓴᐅᑎᓪᓗᒋᑦ the *Amazing Race*, *American Idol*, *Survivor* and *House*. ᑕᑯᒃᓴᐅᑎᑕᐅᔪᑦ ᐃᓚᖅᑲᖅᓗᑎᒃ *Ice Road Truckers*, *Holmes Inspection* ᐊᒻᒪ *Iron Chef*.

Digital ads ᐊᒻᒪ television spot ᑐᓴᖅᑕᐅᑎᑦᑎᓛᖅᑐᑦ ᑲᓇᑕᒥ ᓈᓚᐅᑎᖅᑲᕕᖕᒋᑦᑎᒍᑦ ᒫᔾᔨ 18-ᒥ ᐊᐃᕐᓇᓕ 8-ᒧᑦ. ᐱᔪᒥᓴᐅᑦ ᐋᖅᑭᒃᑕᐅᓯᒪᕗᖅ ᐅᔾᔨᓇᔭᐅᓕᖅᑎᑕᐅᕐᔪᐊᒃᑲᓐᓂᕐᓱᒡᓗᓂ ᑲᓇᑕᐅᑉ ᐅᑭᐅᖅᑕᖅᑐᐊᓂ ᐅᑭᐅᓕᒫᖅ ᑲᔾᔭᕐᓇᖅᑑᔪᓐᓇᕐᓂᖓᓂ ᐳᓚᕐᕕᑦᑎᐊᕙᐅᓂᖓᓂ ᐃᓚᓕᐅᔾᔨᓯᒪᓪᓗᑎᓪᓗ ᑕᑯᒃᓴᐅᑎᑕᐅᔪᓂᒃ Facebook-ᑯᑦ ᐊᒻᒪ Google-ᑯᑦ.

ᓄᓇᕗᓕᒫᒥ ᐳᓚᕐᖅᑐᓕᕆᓂᕐᒧᑦ ᐱᔪᒥᓴᐅᑦ ᓯᕗᓪᓕᖅᐸᖑᓪᓗᓂ ᓂᐅᕕᖅᑎᑦᑎᓂᕐᒧᑦ ᐱᓕᕆᐊᖑᕗᖅ ᐊᑑᑎᖅᑲᖅᑎᑕᐅᓪᓗᑎᒃ $700,000-ᐸᓗᑦᑎᐊᑦ $3.4 ᒥᓕᐊᓐ ᑖᓚᒥᙵᖅᑐᑦ ᑲᓇᑕᐅᑉ ᐅᑭᐅᖅᑕᖅᑐᐊᑕ ᐱᕙᓪᓕᐊᔪᓕᕆᔨᖕᒋᑦᑕ ᑐᑦᑕᕐᕕᖓ (CanNor) ᖃᖓᑦᑎᐊᖅ ᐱᖃᖅᑎᑦᑎᓚᐅᖅᐳᑦ ᐱᖓᓱᓂᒃ ᐊᕕᒃᓯᒪᓂᐅᔪᓂᒃ ᑖᓐᓇ ᐱᔾᔪᑕᐅᓪᓗᓂ. ᐱᔪᒥᓴᐅᑦ ᐊᔾᔨᐸᓗᒋᕙᐅᒃ ᑕᐃᔅᓱᒧᖓ ᓈᓚᐅᑎᒃᑰᕈᔾᔭᐅᓚᐅᖅᑐᒧᑦ 2007-ᖕᒐᑎᓪᓗᒍ LookUpNorth ᐸᕐᓇᒃᑕᐅᓚᐅᖅᑐᒧᑦ ᑭᓯᐊᓂᓕ ᐅᔾᔨᕐᓇᖅᑐᒻᒪᕆᖕᒥᒃ ᓄᑖᙳᕆᐊᖅᑕᐅᓯᒪᓕᖅᑐᖅ.

ᐱᔪᒥᓴᐅᒻᒥᒃ ᑕᑯᔪᑦ ᑲᓇᑕᐅᑉ ᐅᑭᐅᖅᑕᖅᑐᐊᑕ ᐃᑭᐊᖅᑭᕕᖓᓐᓄᐊᕐᑯᔭᐅᓇᔭᖅᐳᑦ ᐊᑦᑕᑕᕐᑯᔭᐅᓇᓱᒐᔭᖅᓱᑎᓪᓗ ᓂᕈᐊᕐᓗᑎᒃ ᓄᓇᕗᒧᑦ, ᓄᓇᑦᑎᐊᕐᒧᑦ ᐅᕝᕙᓘᓐᓂᑦ ᔫᑲᓐ-ᒧᑦ ᐳᓚᕐᖅᑐᓕᕆᓂᕐᒧᑦ ᐃᑭᐊᖅᑭᕕᖕᒋᓐᓄᑦ.

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ᑐᑭᓯᒋᐊᒃᑲᓐᓂᕈᒪᒍᔾᔪᑦ, ᖃᐅᔨᒋᐊᕐᕕᒃᓵᒃ:

ᒫᑎᐅ ᐃᓛᓱᐃᑦᔅ
ᐊᐅᓚᑦᑎᔨ, ᑐᓴᐅᒪᔪᓕᕆᔨᒃᑯᓐᓄᑦ
ᐱᕙᓪᓕᐊᔪᓕᕆᔨᒃᑯᑦ ᐃᓄᓕᕆᔨᒃᑯᓪᓗ
(867) 975-7818
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ᑖᓇ ᐹᕆ
ᓂᐅᕕᖅᑐᓕᕆᔨ
ᓄᓇᕗᒻᒥ ᐳᓚᕐᖅᑐᓕᕆᔨᑦ
(867) 979-6551
marketing@nunavuttourism.com

ᐱᕙᓪᓕᐊᔪᑦ ᑐᓴᒐᒃᓴᙳᖅᑎᑕᐅᔪᑦ ᐱᔭᐅᔪᓐᓇᖃᑦᑕᖅᑐᑦ ᐃᓄᒃᑎᑑᖓᓗᑎᒃ, ᖃᓪᓗᓈᑎᑐᑦ, ᐃᓄᐃᓐᓇᖅᑐᓐ ᐅᐃᕕᑎᑐᓪᓗ ᐅᕙᓂ, *www.gov.nu.ca.*
News releases are available in Inuktitut, English, Inuinnaqtun and French on *www.gov.nu.ca.*
Tuhaqtaghat ittut Inuktitut, Qablunaatitut, Inuinnaqtun Uiviititullu talvani *www.gov.nu.ca.*
Les communiqués de presse sont disponibles en inuktitut, en anglais, en inuinnaqtun et en français à : *www.gov.nu.ca.*