



News Release

Nunavut has a new Licence Plate

IQALUIT, Nunavut (March 6, 2012) – The Government of Nunavut has selected the new design for its licence plate. The new licence plate is inspired by a design submitted by Ron Froese of Iqaluit as part of a public contest held in August 2011. Mr. Froese's design was the winning entry chosen by Cabinet.

Nunavut's new licence plate is a night-time scene featuring vivid green northern lights, bright white stars and a polar bear beside an inuksuk.

"This licence plate is like a window into Nunavut," said Peter Taptuna, Minister of Economic Development & Transportation. "Northern lights, polar bears and inuksuit can be seen across our large territory. The images on the licence plate reflect the beauty of Nunavut. This licence plate is a great symbol of our territory."

The new plate features 25 stars for all of the municipalities in Nunavut. The three streams of northern lights represent the three regions in Nunavut – Kitikmeot, Kivalliq and Qikiqtaaluk. The polar bear represents strength, endurance, beauty and livelihood. The inuksuk, the same one that stands outside of Nunavut's Legislative Assembly building, has two windows that are part of a traditional method of navigation, and show the way forward, appropriate for a licence plate.

One hundred twenty-three (123) individuals submitted a total of 200 designs to the *Design Our Licence Plate Contest*. Without knowing who the artists were, the selection committee chose four out of the 200 designs as finalists to take forward to Cabinet. Tat Ma, Natalie Strijak and Jonathan Cruz join Ron Froese as the four finalists in the *Design Our Licence Plate Contest*. Mr. Froese will receive \$1500 and the other finalists will receive \$500 each.

"We had a great response to the *Design Our Licence Plate Contest* and with so many talented artists in our territory it made the decision difficult," said Minister Taptuna. "People of all ages and backgrounds submitted designs and I thank them for their participation. I'm glad we can move forward with our own unique licence plate."

The new plate replaces the "polar bear" licence plate Nunavut has used under licence from the Northwest Territories since division in 1999. The Northwest Territories recently made changes to its plate and the design was no longer available for licence to the Government of Nunavut. The newly designed plate will be brought into circulation in July.

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Licence plate design attached.

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