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Building Nunavut Together
Nunavuliuqatigiingniq
Bâtir le Nunavut ensemble

Public Service Announcement

“Qukiutiliritsiarniq Nunavummi” – New name for firearm safety campaign

Start Date: December 15, 2021
End Date: December 17, 2021
Nunavut-wide **45 sec**

In September, the Department of Justice launched “Aim for a name”, which asked Nunavummiut for their help in finding a culturally appropriate name for the new departmental firearm safety campaign.

Congratulations to the winner of the contest, Kim Aupaluktuq from Baker Lake, who won a $300 voucher to Canadian North Airlines.

Nunavut’s new campaign name is **Qukiutiliritsiarniq Nunavummi - Firearms Safety Nunavut**. This campaign will aim to decrease firearms related incidents in the territory while encouraging safe firearms handling, storage and use. The Government of Nunavut urges people to be sure their firearms are always unloaded and securely locked away when not in use.

The Department of Justice would like to thank all Nunavummiut who participated in the contest. For more questions regarding **Qukiutiliritsiarniq Nunavummi**, please contact Holly Ferguson at hfergusonjus@gov.nu.ca.

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Media Contact:

Isabelle Gingras
Policy and Communications Analyst
Department of Justice
867-975-6324
igingras@gov.nu.ca

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