

Public Service Announcement

This Girl Can! Awareness Campaign

Start Date: October 28, 2024 End Date: June 30, 2025

Nunavut-wide 45 sec

The Department of Community and Government Services' Sport and Recreation Division is pleased to introduce a made-in-Nunavut awareness campaign called *This Girl Can!* featuring Nunavut girls and women promoting the benefits of physical activity.

In Nunavut, communities offer a variety of sport and recreation opportunities. Physical activity extends beyond organized sport and recreational activities. You can be active by going hunting, berry picking, or fishing. Staying active not only benefits your health but also strengthens your spiritual connection to the land and community.

We encourage women and girls to become role models to others. Visit the <u>This Girl</u> <u>Can! webpage</u> to learn more about being a role model and other information about the campaign.

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