

PRESS RELEASE

For Immediate Release

Inuvialuit CEDO Team Wins in \$500,000 Arctic Inspiration Prize Category

WHITEHORSE, YT (February 13, 2019) – Inuvialuit Regional Corporation (IRC) is pleased with the \$500,000 awarded to a team led by Inuvialuit CEDO, among other *Arctic Inspiration Prize* laureates announced yesterday in Whitehorse.

“This funding will help to overcome real challenges faced by those trying to make a living in arts and crafts in our region and we applaud the opportunity for Inuvialuit artists to promote and strengthen their business ventures in partnership,” said IRC Chair and CEO Duane Ningaqsiq Smith. “Importantly, we are glad to see an initiative from our region awarded an Arctic Inspiration Prize for the first time, and are proud of ICEDO’s leadership role in bringing together this strong group of collaborators.”

IRC’s Inuvialuit Community Economic Development Organization (ICEEDO), which led the successful team, is tasked with enhancing economic opportunities for Inuvialuit individuals, businesses and communities.

The funded project will create an association of Indigenous artists and craftspeople in the region, including the Inuvialuit Settlement Region, and the Gwich’in Settlement Area, with the additional partnership of GNWT. Goals include development of high-quality products, community engagement, and empowering local artists with skills and opportunities to become confident, sustainable, and successful business owners.

Established in 2012, the *Arctic Inspiration Prize (AIP)* focuses on innovation and collaboration. The funding prize intentionally recognizes those projects able to address major causes of challenge, in order to promote opportunity and to initiate positive action for Northern people.

IRC would like to thank *AIP* for the recognition and the opportunity to invest in local artisans.

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