



FOR IMMEDIATE RELEASE

## NUNAVIK YOUTHS PARTICIPATE IN THE GRAND PRIZE OF THE GRAND DÉFI PIERRE LAVOIE, 2011

**Kuujjuaq, July 12, 2011** – The Nunavik Regional Board of Health and Social Services (NRBHSS) is proud to have contributed financially to a trip by 12 Kuujjuaq students to participate in the grand prize of the Grand Défi Pierre Lavoie as well as to cultural activities in Montréal held from June 17 to 20, 2011.

Throughout the month of May, which was Sport and Physical-Activity Month, French Secondary 3 students participated in the Grand Défi Pierre Lavoie, which consisted of accumulating as many “energy cubes” as possible. Each 15-minute session of physical activity was the equivalent of one energy cube. Not only did the students stand out with their participation, they also inspired their family members to become more physically active.

To highlight their efforts, a special invitation was extended to them to participate in the grand prize of the Grand Défi Pierre Lavoie at the Montréal Olympic Stadium, where several activities were held. The Kuujjuaq team, which participated in the Grand Défi Pierre Lavoie consisting of 1 000 km of cycling in 60 hours, was greeted by its own fans upon its arrival.

To take advantage of the time spent in the South, other activities were added to the agenda. By combining the themes of physical activity and culture, the students were able to visit the Parc Safari, the Botanical Gardens and the Museum of Civilization. Moreover, they participated in an activity with *d’Arbre en arbre* and also went carting. Throughout the activities, this group of students successfully completed a challenge of one week without fast food and tried healthy dishes from other countries.

Daily physical activity, healthy eating and interesting challenges can inspire many dreams. Creating opportunities for positive experiences and developing environments conducive to the acquisition of healthy lifestyles can greatly contribute to personal growth.

The NRBHSS would like all to continue accumulating energy cubes, smile cubes and happy-memory cubes to make this event a long-term success. Congratulations to the staff at Pitakallak School in Kuujjuaq for this remarkable initiative.

*The NRBHSS is a public organization created in 1978 under the James Bay and Northern Québec Agreement. It is responsible for nearly the entire Québec territory located north of the 55<sup>th</sup> parallel in terms of the provision of health and social services for the inhabitants of the 14 communities.*

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