

## 25 Years of Service: Nunavik First Responders Honoured Through “Shining in Service” Campaign

**Kuujuuaq, January 5<sup>th</sup> 2026**— In 2025, the Nunavik Regional Board of Health and Social Services (NRBHSS) marked the 25th anniversary of the Nunavik First Responders Program with *Shining in Service: Nunavik First Responders*, a year-long campaign dedicated to honouring the commitment, courage, and community spirit of those who answer the call, in emergencies across the region.

From March to July 2025, Nunavimmiut were invited to nominate first responders who made a meaningful difference in their communities. The campaign received 57 community nominations, reflecting the deep respect and appreciation held for first responders across Nunavik. While one nominee per community was selected to be profiled, NRBHSS extends its gratitude to all first responders who were nominated, and to every first responder serving Nunavimmiut.

“For 25 years, the Nunavik First Responders Program has been rooted in community leadership, courage, and solidarity,” said Jennifer Munick-Watkins, Executive Director of the NRBHSS. “Shining in Service allowed us to honour not only the individuals who were profiled, but also every first responder who steps forward; often quietly and without recognition; to protect and support Nunavimmiut in moments of crisis.”

Beginning in October 2025 and continuing through December, the Shining in Service campaign spotlighted 14 first responders, one from each Northern Village; through individual profiles shared on NRBHSS social media platforms. Each profile highlighted a unique story of service, leadership, teamwork, and compassion, offering a human perspective on emergency response in Nunavik's distinct geographic and cultural context.

“This campaign highlighted the human side of emergency response: stories of trust, resilience, and deep connection to community,” said Marie-Claude René, Director of Planning and Programming at the NRBHSS. “It also reaffirmed the importance of investing in programs that are community-driven and culturally grounded, ensuring that emergency services continue to evolve alongside the needs of Nunavimmiut.”

The campaign culminated in a 25th Anniversary Celebration held on October 9, 2025, in Kuujjuarapik, bringing together first responders, community members, partners, and leadership to honour the program's origins and evolution over the past quarter-century.

As a lasting tribute, the campaign also led to the creation of the 2026 Nunavik First Responders Calendar, featuring the profiled nominees. The calendar will be distributed in Northern Villages beginning in January 2026, with a digital version made available online.

NRBHSS invites media and the public to revisit the profiles of the nominated first responders and to learn more about the impact of the First Responders Program over the past 25 years.

*Media note:*

*A media kit, including individual profiles of the nominated first responders, high-resolution photos, and background information on the Nunavik First Responders Program, is available upon request.*

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