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PAUKTUUTIT
INUIT WOMEN OF CANADA

MEDIA ADVISORY

THE INUIT WAY

July 31 2006: Immediate, Ottawa

PAUKTUUTIT INUIT WOMEN OF CANADA is pleased to announce the release of the 2006 ***The Inuit Way***. Originally published in 1989, ***The Inuit Way*** has been widely acclaimed as the single best resource to introduce Inuit culture to others and has been cited in such important resources as the 1996 Final Report of the Royal Commission on Aboriginal Peoples.

"***The Inuit Way*** *has become one of the most popular and important documents Pauktuutit has produced in our twenty-two year history*." Martha Greig, President of Pauktuutit, stated at the launch of the new publication this morning.

Early in its mandate, Pauktuutit recognized that a significant cultural gap existed between Inuit and non-Inuit in the Canadian Arctic. It had become apparent that non-Inuit were encountering challenges in some of their interactions with Inuit, challenges that had as their basis a lack of understanding and familiarity with Inuit culture. Pauktuutit decided that a broader understanding of and empathy for Inuit culture would turn challenges into opportunities and enhance more positive interaction between members of both cultures.

More than ten thousand copies of *The Inuit Way* have since been provided to a broad range of interested individuals and organizations.

Canada's Arctic has changed substantially since 1989 and Pauktuutit felt that it was time to update the publication for the growing number of Canadians who request this important resource. First-time visitors to the Arctic will learn many new things about Inuit from this publication, while veteran northerners may broaden their knowledge and understanding of modern Inuit society.

"***The Inuit Way*** *is much more than a simple introduction to traditional Inuit culture. It provides the reader a starting point for understanding the cultural underpinnings of modern Inuit*." stated President Greig.

Pauktuutit is confident that this revised ***The Inuit Way*** will continue to encourage understanding and lead to a strong and optimistic future for Inuit and for all who come to Canada's north

Pauktuutit thanks the Government of Nunavut and the Department of Canadian Heritage, Government of Canada—for their generous financial support for the project.

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