

FOR IMMEDIATE RELEASE

## NUNATUKAVUT A GOVERNMENT PARTNER SPONSOR OF CAIN'S QUEST 2020

**HAPPY VALLEY-GOOSE BAY, LABRADOR, March 6, 2020** – The NunatuKavut Community Council (NCC) today announced its sponsorship of Cain's Quest 2020 as a Government Partner.

NCC's contribution of \$10,000 includes sponsorship of two checkpoint communities in NunatuKavut – Cartwright and Port Hope Simpson. Youth and staff involved in the NunatuKavut Youth Community Engagement Project (NYCEP) will also be on hand in these communities to assist with photo and video coverage while racers pass through.

Cain's Quest 2020 will see 50 teams leave Labrador West on March 7 to make their way through a total of 17 checkpoints throughout Labrador. The race route encompasses approximately 3,100 kilometres and takes racers through some of the most gruelling back country in the region.

### Quick Facts

- Cain's Quest Snowmobile Endurance Race, a bi-annual extreme racing adventure, is the longest race of its kind in Canada. The 2020 race has the most teams registered since it began in 2006.
- NCC is the representative governing body for approximately 6,000 Inuit who reside primarily in south and central Labrador.
- NunatuKavut means "Our Ancient Land" in Inuttitut and is the traditional territory of the Inuit who belong to this territory.

### Quotes

"The NunatuKavut Community Council is pleased to be a Government Partner sponsor of Cain's Quest 2020. It provides us with a tremendous opportunity to increase the profile of NunatuKavut Inuit and our communities. We are proud to see our homeland and rich culture showcased to the world. Labrador can be fierce and cold but the beauty and vastness of this place are breathtaking. We ask that racers and support crews be mindful and respectful while out on the land and ice. Tread lightly and enjoy all that Labrador has to offer. We wish all racers smooth sledding and safe travels as they make their way back to the finish line."

-- Todd Russell, President of NCC

### Associated Links

- Further information on NCC and these new programs can be found at [www.nunatukavut.ca](http://www.nunatukavut.ca). Please also join in the conversation at Facebook.com/nunatukavut and Twitter @nunatukavut.
- Information on Cain's Quest and the 2020 race can be found at [www.cainsquest.com](http://www.cainsquest.com).

### Contact

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