

Tootoo Consulting Corporation



June 24, 2012

2022 Signature Awards

As a community member living in Iqaluit for the past 25 years, I am proud to be associated with the Inuulisautinut Niuvirvik store. When the creative team reached out to me for involvement, I was happy to do so. Our process for naming the store was community driven. We had the following sectors of our community represented on the committee to pick the name; an elder from our community who chaired the process of our picking the name, a representative from our youth centre, the chairperson of the local Hunter's and Trapper's Association, and myself as a representative from the business community.

There are a number of additional reasons why I'm proud of our new store. Firstly because of the focus on health and wellness and benefits that the new services offered will bring to the people of Iqaluit. The decision to not sell any tobacco products even though it is the biggest selling item at all retail outlets in our community underscores this focus. Secondly I am very happy to see the language and culture of the community represented in a way that the people of Iqaluit would recognize themselves. When people walk into the store and see pictures of our community members, it provides them with positive role models and hope. This is an honest, vibrant and positive representation of who we are as a thriving community. We appreciate the efforts of the Creative Team and their attention to detail which have brought this unique project to life.

Yours Sincerely,

A handwritten signature in blue ink, appearing to read 'Victor Tootoo', with a stylized flourish at the end.

Victor Tootoo, CPA, CGA